

ICICI Pru Life leveraged Google Marketing Platforms and ML model to increase sales by 22%



Business Goal

Drive digital marketing effectiveness across the funnel i.e. generate more qualified leads at lower costs and convert more at higher value

Approach

- Deployed & integrated full stack i.e. Media (Google Ads, DV360) + Analytics360 + Cloud + CRM
- ML models for "Lead Propensity" and "Expected Lifetime Value" score for each online lead
- Real-time lead prioritization at the call-center
- Automated bidding campaigns to reach 'Similar Audiences' from users with predicted high value

Results*

- Higher lead generation
 - 32% incremental lead volume at 61% lower cost
- Improved session quality
 - 122% higher session duration
 - 21% higher pages/session
- Higher sales conversions
 - 18x higher ROAS from 'high propensity' audiences
 - 7x higher conversion from 'high propensity' leads
 - 22% overall incremental sales realized through prioritized call center operations

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As one of the core pillars of the annual Google JBP, the value of the customer value maximization and lead scoring propensity model has directly affected business outcomes. The ability to leverage C4M & ML for greater synergies between call center and media has led to much better overall sales conversion rates and made our media spends more ROI efficient
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**Manish Dubey, CMO,
ICICI Prudential Life Insurance**

22%

Higher sales

18X

Higher ROAS

122%

Better session quality

32%

Higher leads

*Results in performance as seen during test period