



HDFC Life grows qualified leads by 175% on LinkedIn

Headquarters: Mumbai, India | No. of Employees: 10,000+ | Industry: Insurance

Challenge

- As India began experiencing job losses due to the pandemic, it became a challenge to validate leads from display network advertising —interest may not signal the financial confidence to purchase insurance products

“ We know the quality of LinkedIn audiences so we went full-funnel with our paid media efforts and leveraged the organic engagement that our Branding team was already creating on the platform. With this approach, the quality of leads that we’re getting from is much higher — in fact, we’re already seeing sales happening. ”

Vishal Subharwal | EVP, Ecommerce & Digital Marketing, HDFC Life

Solution

HDFC Life’s performance marketing team developed a full-funnel strategy that built on its Branding team’s organic efforts:

- Used **audience retargeting** to nurture those who were engaging with top-of-funnel content
- Used paid media to drive traffic to its website **with LinkedIn Insight Tag** unlocking visitor insights
- Referencing website demographics, created **Lookalike Audiences** to seek out new audiences

