



# OMAN INSURANCE ADWORDS CASE STUDY

# BACKGROUND

Motor insurance is renewed yearly by vehicle owners. Vehicle owners necessarily require this service. The motor insurance sector is extremely competitive with not only regional players, but also many international players actively seeking customers. In addition to this, many agents are also actively making the digital marketing space very competitive.

# OBJECTIVE

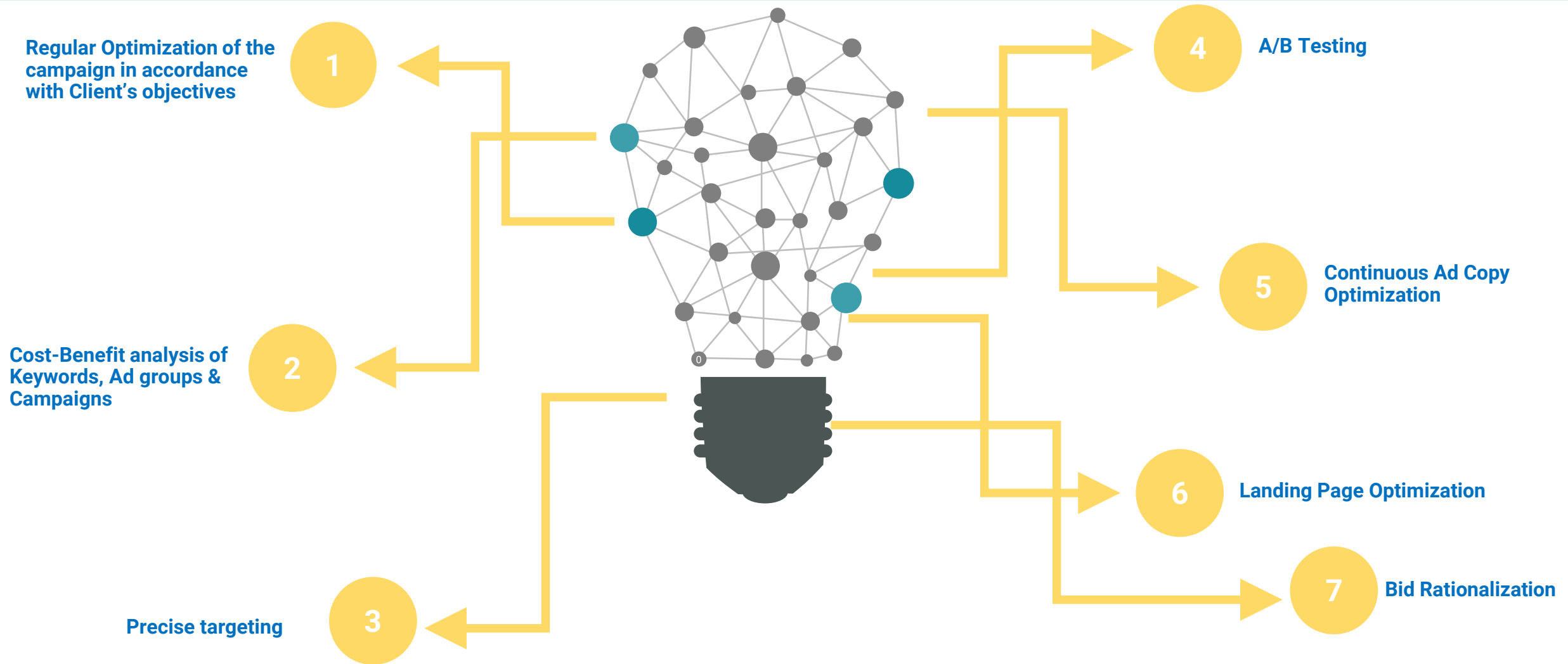
Oman Insurance wanted to **increase the number of relevant customer enquiries**, and thereby generate a positive ROI from Online Marketing

# CHALLENGES

Motor Insurance being a highly competitive industry, the client was facing the below challenges:

- a) They were not obtaining the targeted no. of leads
- b) High Cost Per Lead

# STRATEGY



# RESULTS



**14%**

REDUCTION IN  
COST PER  
MILLION  
IMPRESSIONS

**237%**

INCREASE IN  
CLICK-  
THROUGH-  
RATE

**77%**

REDUCTION IN  
COST-PER-  
CLICK

**63%**

REDUCTION IN  
CONVERSION  
RATE

# RESULTS



Monthly number of leads increased by 600+ without changing Media Spend