

AVBOB

Financial Services

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Performance Max

AVBOB drives sign-ups for its policies from high-quality audiences while boosting conversions at half the cost per lead.

The goal

Founded in 1918, AVBOB is Africa's largest Mutual Assurance insuring nearly 10 million lives. To strengthen its digital presence and drive quality policy acquisitions, AVBOB partnered with Microsoft Advertising to reach high-intent users and boost first premium success rates - efficiently and at scale.

The solution

To expand its reach, AVBOB partnered with Microsoft Advertising, iLEAD et al, and InMobi Advertising. A Performance Max campaign, powered by Microsoft's AI, drove conversions across MSN, Outlook, and other properties. Strategic bidding, ad scheduling during peak hours, and targeting life insurance-interested audiences ensured high-quality leads and strong first premium success rates.

"Through the Performance Max campaign with Microsoft Advertising, we achieved some of the highest first premium success rates across all our campaigns, demonstrating the impact of a well-targeted and expertly managed digital strategy."

Anna van Rooyen
Manager: Brand and Advertising , AVBOB

The results

70%

Total leads generated through the Performance Max campaign

60%

Increase in monthly brand search volumes since the campaign began

1.75x

Higher conversion rate compared to regular search campaign

50%

Lower cost per lead (CPL) compared to regular search campaigns



Ready to get started with us?

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