Google

Google Case Studies for MMA

AI in Marketing Use Cases

Data Strength

Google

HDFC Life bridged critical measurement gaps while upholding the highest standards of data security & with Privacy-Safe Signal Recovery

Context

HDFC Life, a leader in India's digital insurance space, needed aggressive quarterly growth while keeping costs in check. It needed a scalable way to grow quality leads in a saturated market.

They needed a scalable, privacy-safe way to recover lost conversion data and build a strategic blueprint to scale their entire digital portfolio

Approach

- Advanced Signal Recovery: Partnered with Performics and Google to implement Data Strength solutions, deploying Google Tag Gateway to optimize data collection in line with modern browser policies [13, 61].
- Privacy-First Processing: Implemented Confidential Computing using Trusted Execution Environments (TEEs) to process first-party data securely and ensure high-performance, compliant campaign measurement

Impact

Reduced Cost per lead |
-31%

Reduced Cost of acquisition |
-16%

Increased Leads |
+18%, with +7% revenue growth

Role of AI

- AI-Powered Conversion Modeling: Leveraged Google's sophisticated AI modeling algorithms to bridge identifier gaps and accurately reconstruct "lost" conversion data.
- Algorithmic Performance Stabilization: Fed these recovered, high-fidelity signals directly into Google's bidding systems, allowing the AI to optimize campaigns with greater precision and deliver consistent ROAS growth