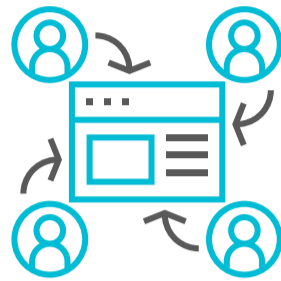


1. Business Objective

Aditya Birla Finance Limited leverages SDC to go beyond search and **achieve 25% reduction in Cost per Conversion in acquiring qualified leads for SME Loan**

2. Goals



Source new customers digitally



Reduction in CPC

3. Strategy



Optimised for a deeper conversion metric on page 5 of the application.



Passed back the action from GA to Adwords as conversion, excluding other non-relevant conversions



Enabled remarketing tags across the website



Leveraged PPC to have assurance on 'cost per conversion' metric without any volatility

4. Results



Proved digital drives business results for SME loans market

Date range (Jan 2 - June 20, 2017 vs June 21 - July 11, 2017)



103%

increase in the daily volume of conversions via PPC



25%

cost reduction



45%

of total volume share due to smart display campaigns

“ We are getting conversions at a price point that helps in building a sustainable ROI from digital. Pay per conversion beta has helped improve predictability, reduce cost per conversion by 25% with a scope for further cost optimisation as well as opportunity to scale.

Prosenjit Aich | Head - Digital Business