### Custom Bidding Strategy

#### 1. Data Collection and Segmentation:

* **Track Conversion Traffic:**
  + Implement tracking codes on the thank you or confirmation page to capture successful conversions.
* **Funnel Tracking:**
  + Use Google Analytics to set up funnel tracking and identify where users drop off during the application process.

#### 2. Capture Success Case Customer Profile:

* **Segment Profiles:**
  + Analyse profiles of users who reach the confirmation page to identify high-value customer segments.
* **Bid Adjustments:**
  + Increase bids for segments with higher premiums or family plans to target similar potential customers.
* **A/B Testing:**
  + Test different ad creatives and landing pages for these high-value segments to optimize conversions.

#### 3. Capture Drop Off Case Customer Profile:

* **Quote Drop-Off Analysis:**
  + Examine if drop-offs are due to cost or unclear terms. Exclude users who contact customer service via WhatsApp.
  + **Cost-Sensitive Users:** Use retargeting ads to remind these users of their quotes and potentially offer incentives.
  + **Unclear Terms:** Create ads emphasizing clarity and benefits, like 100% medical coverage.
* **Health Declaration Drop-Offs:**
  + Segment users by age, gender, and smoking status to understand drop-off patterns and adjust bids accordingly.

#### 4. Success Measurement:

* **Increased Conversion Rates:**
  + Track the improvement in conversion rates after implementing the strategy.
* **Reduced CPA:**
  + Monitor CPA to ensure that optimized bidding results in a lower acquisition cost.

#### 5. Continuous Improvement:

#### **Feedback Collection:**

* + Implement exit surveys to gather insights on why users drop off and refine your strategy continuously.