

# **Meta Ads Campaign Plan – Star Insurance Company**

*Budget: ₹25,000 | Duration: 15 Days*

## **1. Competitor research (3 competitors)**

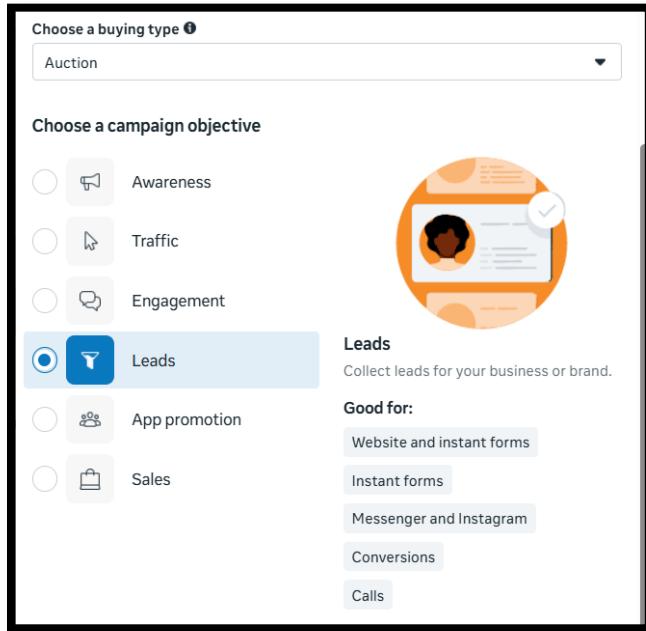
- i) HDFC ERGO Health Insurance
- ii) ICICI Lombard Health Insurance
- iii) Max Bupa / Niva Bupa

## **2. Unique Selling Points (USPs):**

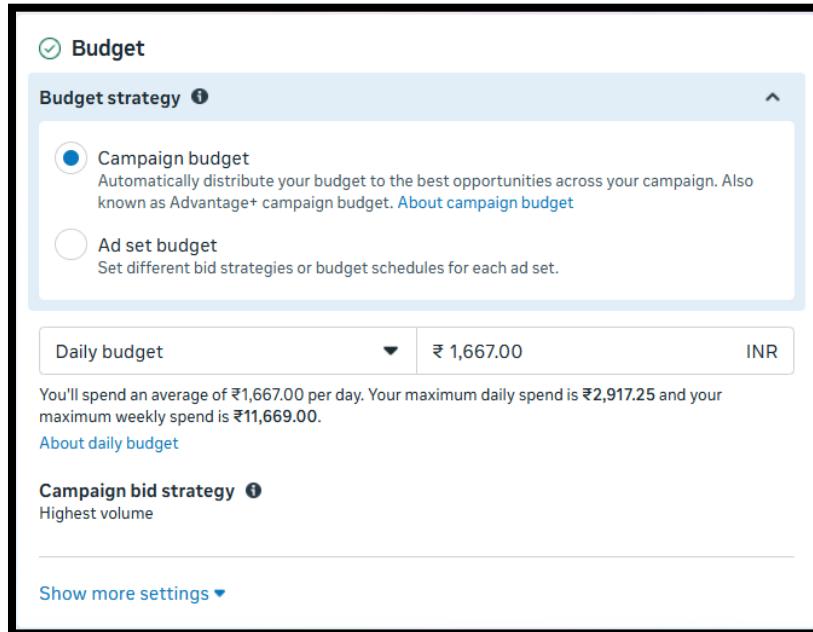
- i) Comprehensive hospitalization cover with cashless network of hospitals nationwide.
- ii) Fast claim processing (e.g., 24–72 hour claim support) — emphasise speed.
- iii) Customisable family plans (add-ons for maternity / critical illness).
- iv) Affordable premiums with no-claim bonuses and wellness incentives.
- v) Personal adviser follow-up — phone-based help to complete choice and purchase.

### 3. Campaign Setup

#### A. Selected Objective:



#### B. Budget Setup:



## C. Audience Targeting (location, age, gender, demographic, interest, behavior, languages):

### **Locations included**

IN

### **Minimum age**

18

### **Age suggestion**

25 - 55

### **Gender**

All

### **Detailed targeting included**

#### **People who match**

Work positions: Health Insurance Specialist

Interests: Life insurance (insurance), Personal finance (banking)

Industries: Healthcare and medical services

Behaviors: Engaged shoppers

Family statuses: Parents (All), Parents with adult children (aged 18-26)

Relationship statuses: Married

## D. Placement Selection:

 **Placements**

We'll automatically show ads in the places where people are likely to respond. [About placements](#)

**Account controls** 

Excluded placements: None

[Edit placement controls](#)

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[Hide settings](#) 

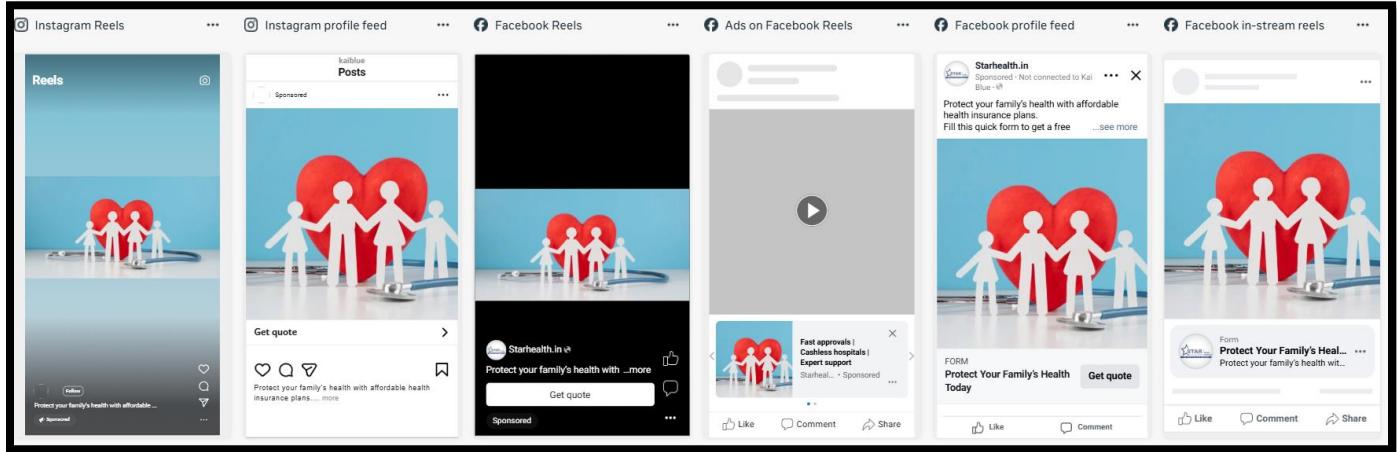
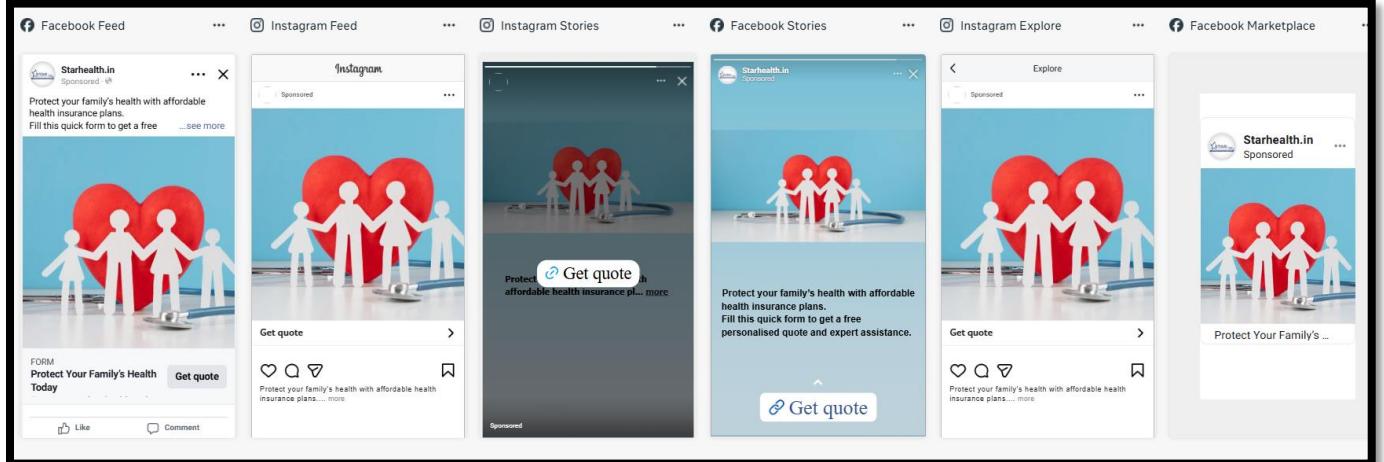
**Devices and operating systems**   
All

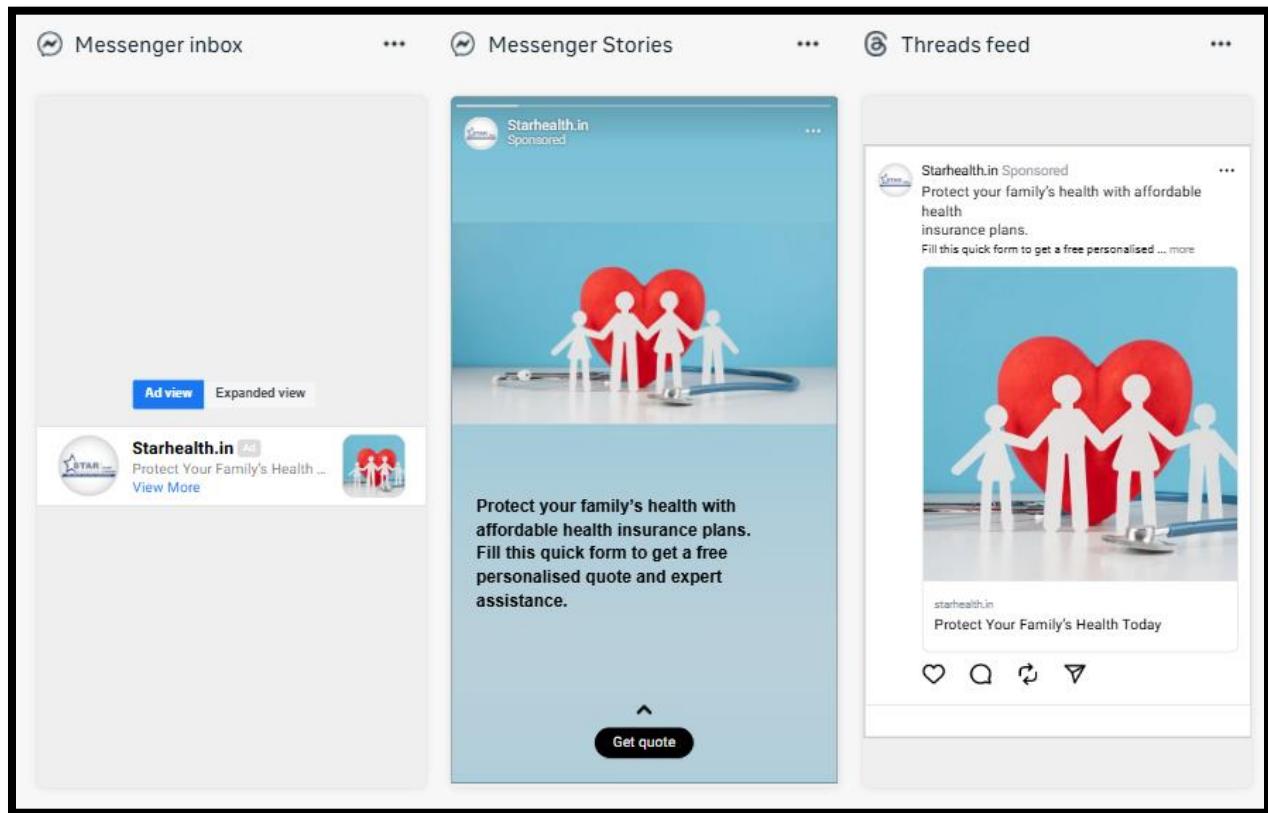
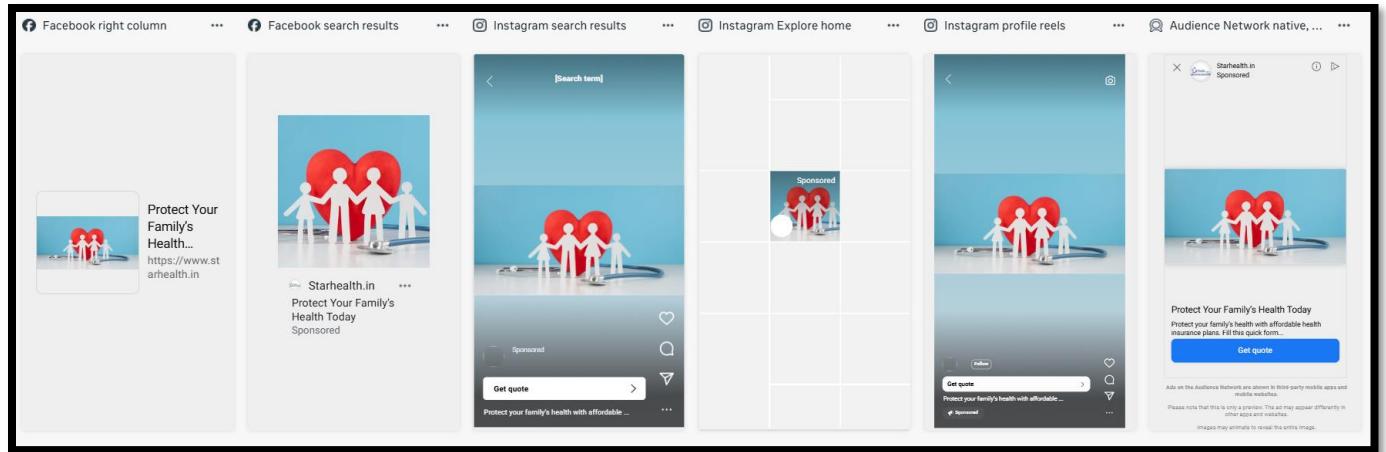
**Platforms**  
All

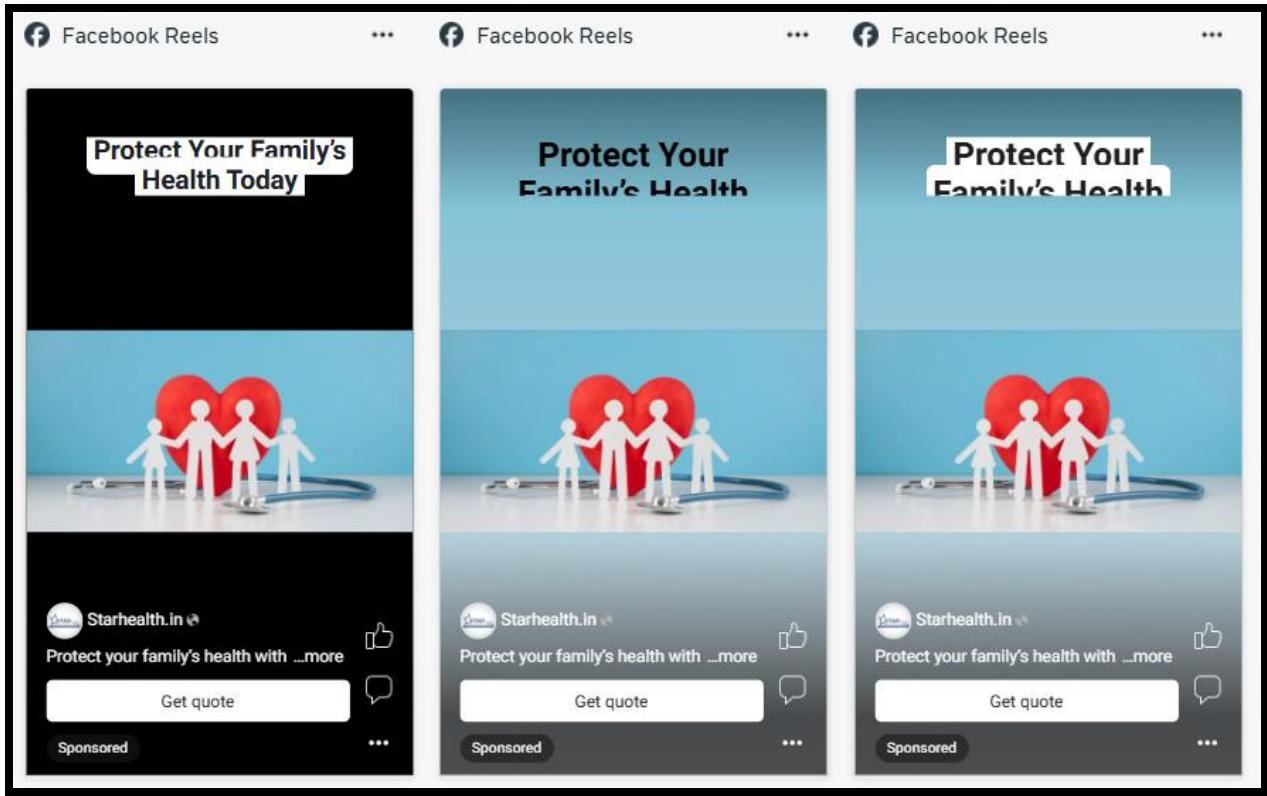
**Placement controls**  
Included: 22   
Allowed with limited spend: 0  
Excluded: 0

**Skippable ads**  
Included

## E. Ad preview:







## F. Lead form created:

Facebook Form

Starhealth.in

Get your free personalized health insurance quote

a Star adviser will call within 24 hours

Age

18–25

26–35

36–45

46–55

Continue

Custom questions 1 of 6

Are you the primary decision-maker for buying insurance?

Yes

No

Continue

Custom questions 2 of 6

Contact information ⓘ

Your information will be used to contact you with health insurance details and personalised assistance. We respect your privacy and protect your data.

Full name  
Enter your answer.

Phone number  
Enter your answer.  
Starhealth.in may contact you to follow up.

Email  
Enter your answer.  
Starhealth.in may contact you to follow up.

**Continue**

Prefill information 3 of 6

Verifying... XXXXX XXXXX

An 8-digit code has been sent to your phone.  
This code will expire in 10 minutes.

Enter the code

Didn't get a code?  
Resend  
Verify with another phone number

**Continue**

Phone verification 4 of 6

Starhealth.in

Thanks! Our adviser will call within 24 hours.

You can visit our website or exit the form now.

You successfully submitted your responses.

**View website**

Message for leads 6 of 6

Get your free personalized health insurance quote

Starhealth.in

The image creative used in your ad will appear  
a Star adviser will call within 24 hours

**Continue**

Intro 1 of 6

The image displays two adjacent mobile application screens, both featuring a navigation bar at the top with a back arrow, a 'Close' button, and a progress bar consisting of three colored segments (orange, red, and grey).

**Left Screen (Question 2 of 6):**

- Title:** Age
- Content:** A list of five age ranges: 18-25, 26-35, 36-45, 46-55, and 55+.
- Buttons:** A blue 'Continue' button at the bottom.
- Text:** 'Custom questions' and '2 of 6' at the bottom.

**Right Screen (Question 3 of 6):**

- Title:** Are you the primary decision-maker for buying insurance?
- Content:** Two options: 'Yes' and 'No'.
- Buttons:** A blue 'Continue' button at the bottom.
- Text:** 'Custom questions' and '3 of 6' at the bottom.

The image displays two adjacent mobile application screens, both featuring a navigation bar at the top with a back arrow, a 'Close' button, and a vertical scroll bar.

**Left Screen (Question 4 of 6):**

- Title:** Starhealth.in Contact info
- Content:**
  - Your information will be used to contact you with health insurance details and personalised assistance.
  - We respect your privacy and protect your data.
- Form Fields:** Name, Phone number, Email.
- Buttons:** A blue 'Submit' button at the bottom.
- Text:** 'Prefill information' and '4 of 6' at the bottom.

**Right Screen (Question 6 of 6):**

- Icon:** A clipboard icon with a checkmark.
- Text:** Thanks! Our adviser will call within 24 hours.
- Text:** You can visit our website or exit the form now.
- Buttons:** A blue 'View website' button at the bottom.
- Text:** 'Message for leads' and '6 of 6' at the bottom.

## G. Estimated campaign results:

### Audience definition

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.



Narrow Broad

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Estimated audience size: 162,100,000 - 190,700,000 

 Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.