

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:

Choose a buying type ⓘ
Auction

Choose a campaign objective

- ☐ Awareness
- ☐ Traffic
- ☐ Engagement
- ☒ Leads
- ☐ App promotion
- ☐ Sales

Leads
Collect leads for your business or brand.

Good for:

- Website and instant forms
- Instant forms
- Messenger and Instagram
- Conversions
- Calls

B. Budget Setup:

✓ Budget

Budget strategy ⓘ

- ☒ Campaign budget
Automatically distribute your budget to the best opportunities across your campaign. Also known as Advantage+ campaign budget. [About campaign budget](#)
- ☐ Ad set budget
Set different bid strategies or budget schedules for each ad set.

Daily budget ▼ ₹ 1,667.00 INR

You'll spend an average of ₹1,667.00 per day. Your maximum daily spend is ₹2,917.25 and your maximum weekly spend is ₹11,669.00.
[About daily budget](#)

Campaign bid strategy ⓘ
Highest volume

[Show more settings](#) ▼

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

Hide settings 

Devices and operating systems 

All

Platforms

All

Placement controls

Included: 22

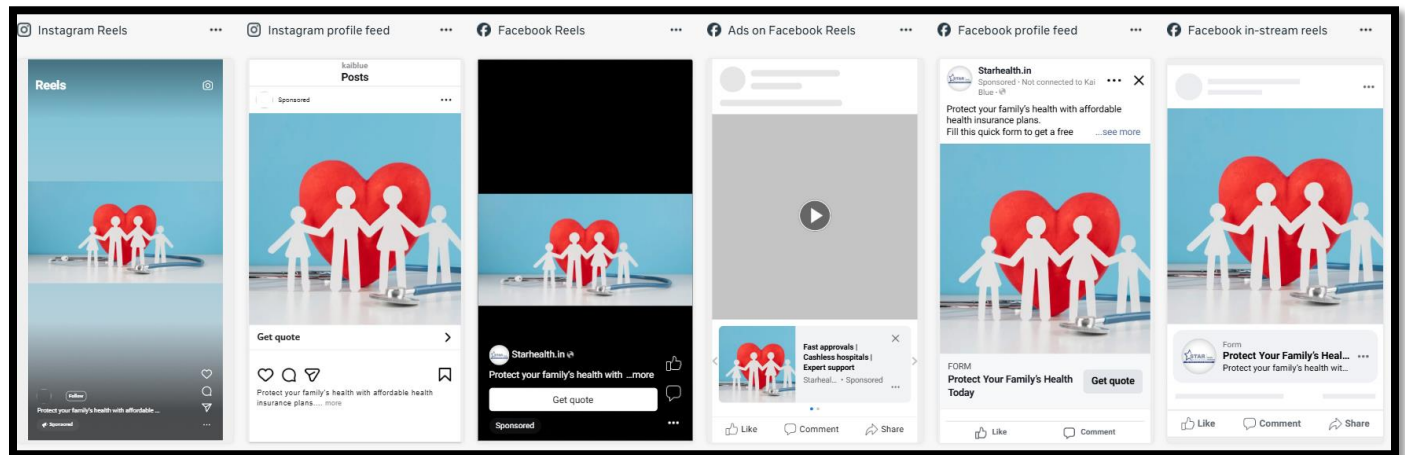
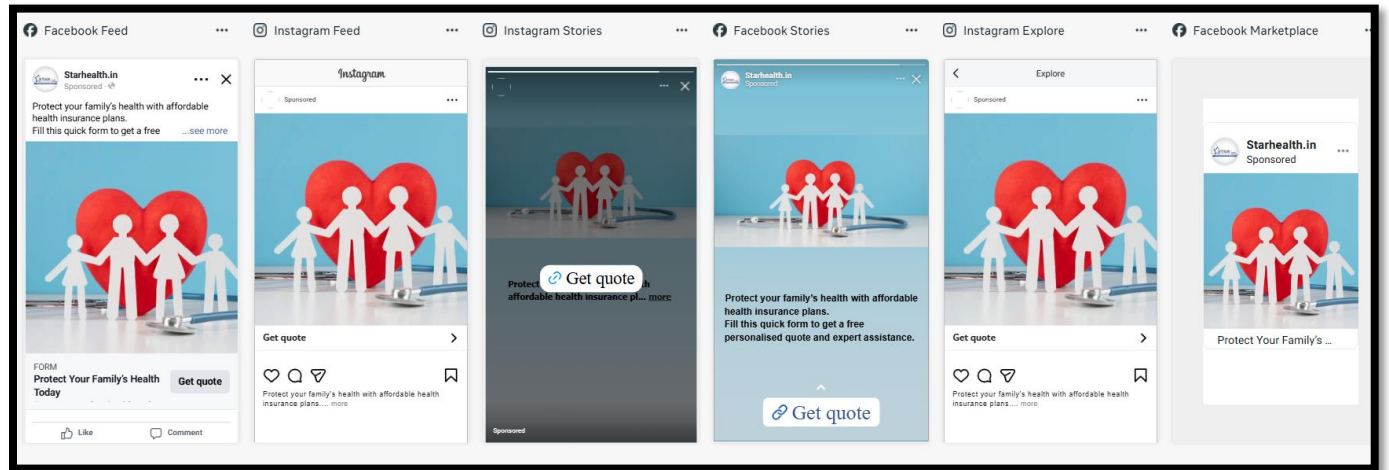
Allowed with limited spend: 0

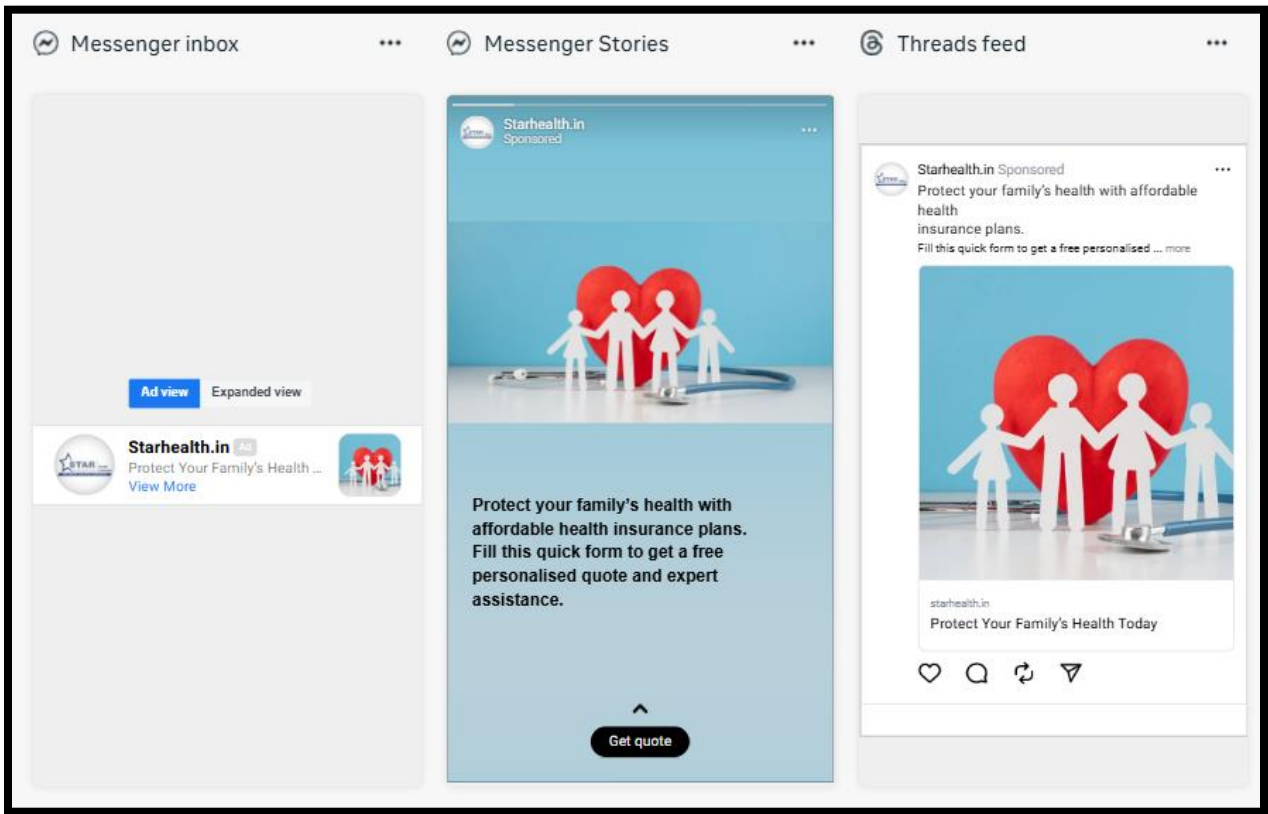
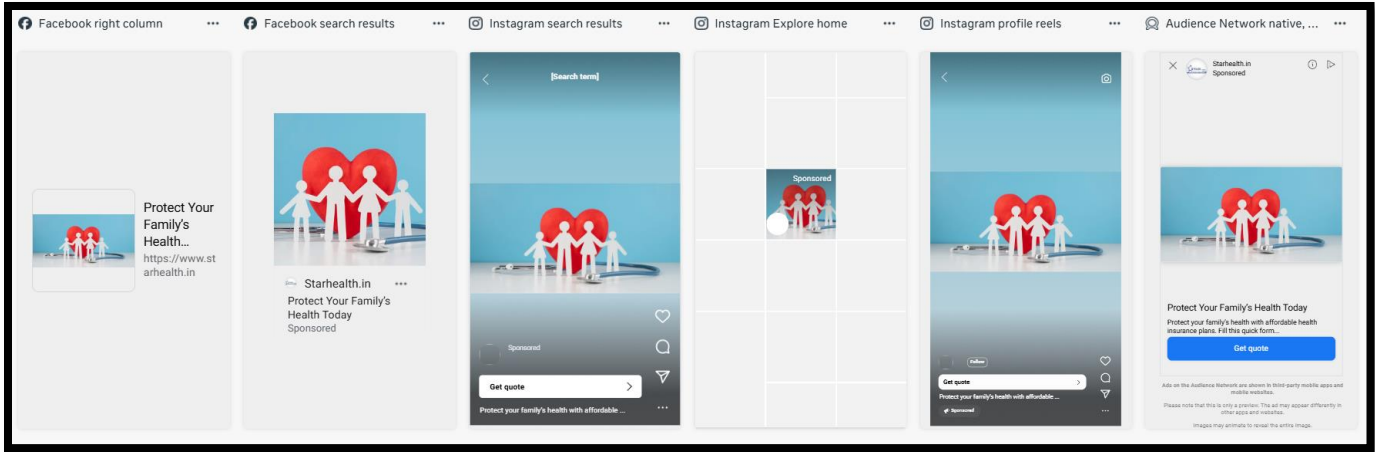
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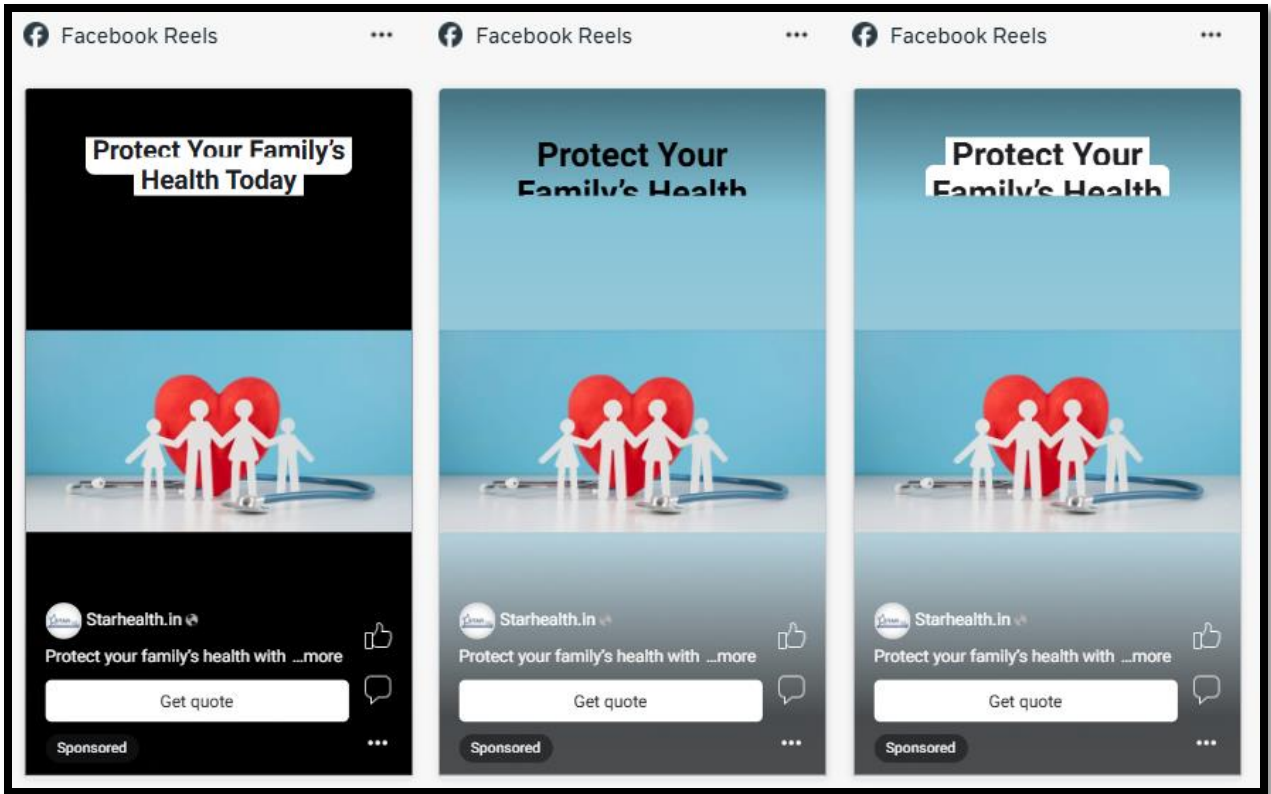
Skippable ads

Included

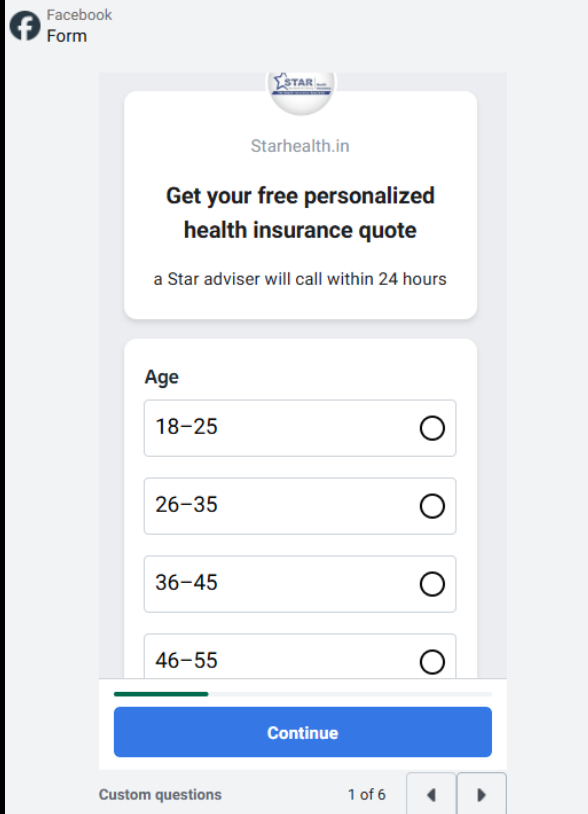
E. Ad preview:







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 ☐

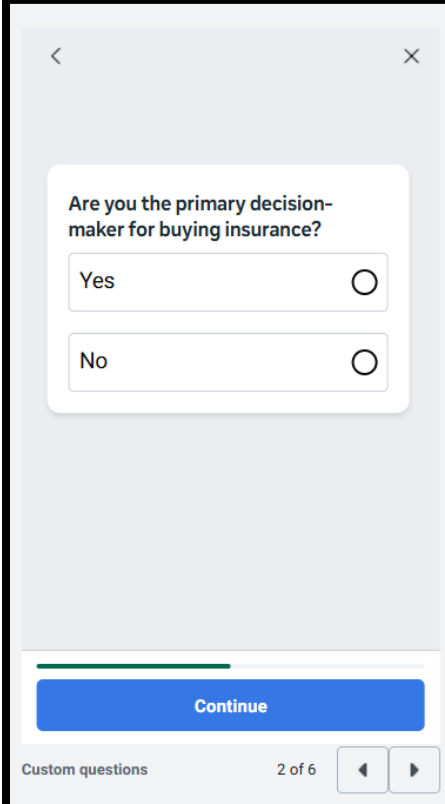
36-45 ☐

46-55 ☐

Continue

Custom questions 1 of 6

This is a Facebook Form for Starhealth.in. The form is titled "Get your free personalized health insurance quote" and includes a subtext "a Star adviser will call within 24 hours". The first question is "Age", with four radio button options: "18-25", "26-35", "36-45", and "46-55". A blue "Continue" button is at the bottom of the question section. The footer shows "Custom questions 1 of 6" with left and right navigation arrows.



< X

Are you the primary decision-maker for buying insurance?

Yes ☐

No ☐

Continue

Custom questions 2 of 6

This is a Facebook Form for Starhealth.in. The form is titled "Are you the primary decision-maker for buying insurance?". It has two radio button options: "Yes" and "No". A blue "Continue" button is at the bottom of the question section. The footer shows "Custom questions 2 of 6" with left and right navigation arrows.

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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

◀▶

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×

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

1

2
ABC

3
DEF

4
GHI

5
JKL

6
MNO

7
PQRS

8
TUV

9
WXYZ

0

Phone verification

4 of 6

◀▶

×

STAR

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

STAR

Starhealth.in

The image creative used in your ad will appear

a Star adviser will call within 24 hours

Continue


Intro

1 of 6

◀▶

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Close



Age

18-25

26-35

36-45

46-55


55+

Continue

Custom questions2 of 6

<

Close



Are you the primary decision-maker for buying insurance?

Yes


No

Continue

Custom questions3 of 6

<

Close



Starhealth.in

Contact info

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

Name


Phone number

Email

Submit

Prefill information4 of 6

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Thanks! Our adviser will call within 24 hours.

You can visit our website or exit the form now.

View website

Message for leads6 of 6

G. Estimated campaign results:

