

ADAC

AI-powered search meets the open road: How ADAC strengthens customer connections with Performance Max



The goal

ADAC Car Insurance set out to turn Germany's highly competitive seasonal switching period into sustainable new customer growth.

As search behavior increasingly shifted toward AI-driven and conversational experiences, the brand recognized the need to remain visible beyond traditional search.

The focus was on being present wherever customers explore insurance options, building trust in high-intent moments, and converting seasonal demand into long-term customer relationships.

The solution

In close collaboration with Microsoft Advertising and its long-standing agency partner ad agents, ADAC adopted an AI-first, performance-driven approach built around Performance Max.

By activating Performance Max across Microsoft Advertising's inventory, ADAC combined search, native, audience, and AI-powered placements to reach customers throughout the decision journey, with campaigns optimized for new customer acquisition.

Visibility within Copilot and ongoing, agency-led optimization ensured ADAC remained present in AI-driven discovery moments.

The results

The AI-driven Performance Max approach translated ADAC's trusted brand presence into measurable growth across search and conversational experiences.

Strong performance results enabled ADAC to shift toward value-based growth and expand its investment in Microsoft Advertising.

+104%

Increase in conversions

600%

ROAS with New Customer Acquisition

"AI-driven search is fundamentally changing how consumers discover brands. Microsoft Advertising helps us truly understand and optimize our presence within this new environment. Performance Max has been a critical lever in driving both visibility and measurable business growth."

Stefan Daehne
Chairman of the Board – ADAC
Autoversicherung AG