

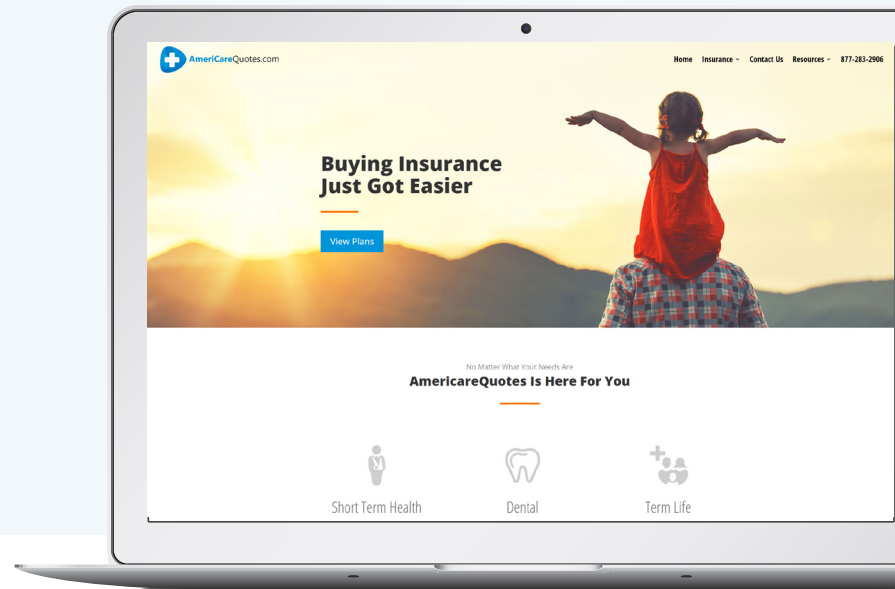
Results

Total AdWords Spend **138K**

Total Conversions Generated **5,865**

Revenue Generated **500K**

Americare Quotes began as a small health insurance advertising account, made up of primarily landing pages; it is now comprised of a custom website and over 100 landing pages for a variety of health insurance products. This client tasked us with advertising for health insurance during the enrollment period. We also do off-season advertising for products such as short-term health insurance, dental, disability income, group health, and much more.



“Once we began working with Empirical they showed us brand new ways to generate more business for the same marketing dollar, it was truly remarkable. They were able to help us generate 2,000 fresh inbound calls a day...overnight.”

Rob Anderson, CMO of AB Financial