

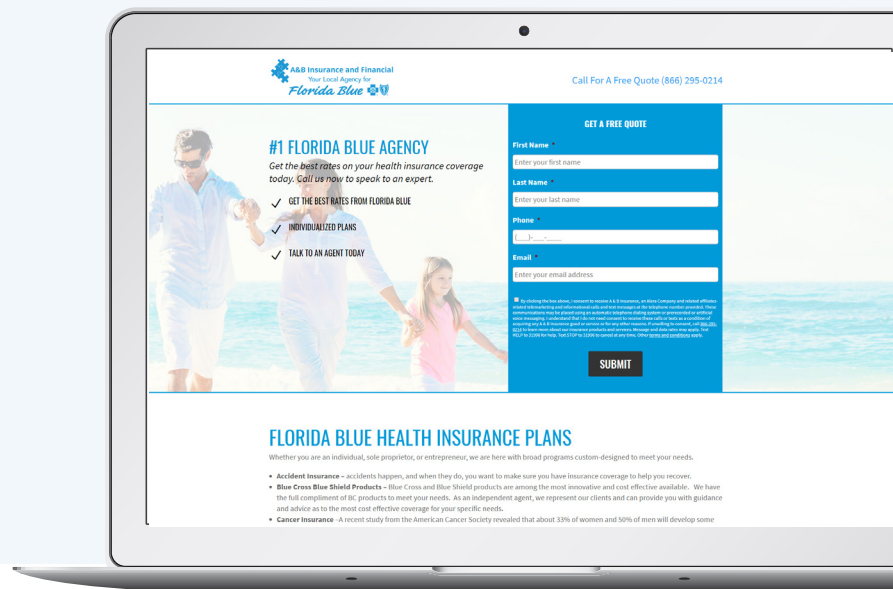
## Results

Total AdWords Spend **391K**

Campaign Conversion Rate **38.5%**

Revenue Generated **2 Mil+**

The largest seller of Florida Blue insurance in the state tasked us with creating and managing their account. During the enrollment period, we produce over 1500 leads per day for this client. We also integrated our leads with their custom-designed CRM so they could track from lead to sale. This campaign required continuous AB testing to decrease the cost-per-lead.



“Empirical 360 has done an outstanding job for us. Before we began working with Empirical our marketing strategies were outdated and running out of steam. We were traditionally an outbound telemarketing center calling leads over and over again. Now we have a reliable consistent lead source.”

**Mark Carbillano, Director Of Sales | AB Financial**