

Results

Total AdWords Spend **115K**

Campaign Conversion Rate **60.5%**

Revenue Generated **550K**

Freeobamacare is a major provider of health insurance in Florida. They operate during enrollment and also during the off season. Because of their unique company name and the fact that we target Obamacare, we are able to produce leads that close all year round. We used over 50 landing pages in this account to improve the customer flow from single keyword adgroups to tailored landing pages.



They introduced us to digital traffic we never thought possible resulting in millions of dollars in policies written for the agency. They are now responsible for the majority of our marketing budget. I can't recommend them highly enough. I truly mean that! They will show you a more effective and profitable way to market your business I can promise. Their fresh ideas and tremendous execution make them our most valuable marketing partner. Working with Empirical was the "marketing shot" we needed to take our agency to the next level.

Rob Anderson, CMO of AB Financial