

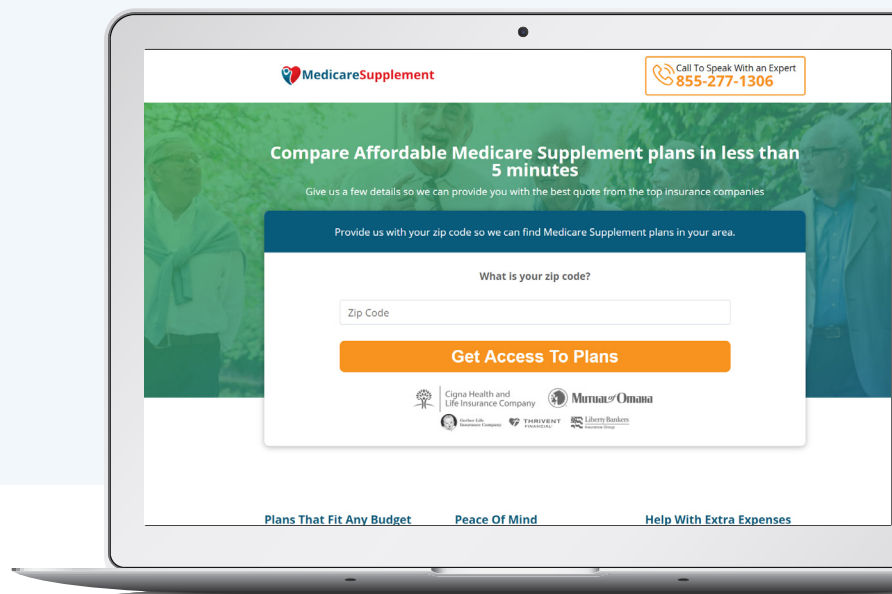
Results

Total Marketing Spend **365K**

Decrease In Lead Cost **36%**

Total Leads Generated **7,458**

The medicare supplement target demographic proved to be challenging at first, because people looking for this kind of insurance are much more inclined to search on desktop, yet improving the mobile experience was crucial to getting more volume. But by performing a series of AB tests, we successfully dropped lead cost by 60%. We began performing poorly, at around a \$100 cost per lead; since then, we have crafted campaigns where leads are produced that are in the \$20 range and where the entire account is in the low \$40s! By using our segmented campaign approach and our single keyword adgroups, we have continued to optimize the campaign and increase volume.



We have been working with empirical and the results are great. It is nice to work with an agency that truly seeks to understand our business needs and cares about our bottom line. They work well with our internal team and are always eager to help beyond what is necessary. I would highly recommend them to anyone looking for an agency that delivers fast reliable results.

Dave Rich, CEO Of Ensurem