

## Results

Leads Cost **\$45**

Conversion Rate **26%**

Total Conversions **200+**

Empirical360 was tasked with generating high quality leads for a medical malpractice insurance agency. We implemented a custom integration between the website and Hubspot, and brought their lead cost down while increasing their conversion rate. Our biggest challenge was ensuring that the leads we were generating were physicians, and not teachers, students, chiropractors, or technicians. We filtered out those individuals through the constant addition of negative keywords and feedback from the client.

