

Results

Leads
Generated **300+**

Conversion
Rate **23%**

Empirical360 created life insurance campaigns for one of the nation's largest independent insurance companies. We first implemented a custom integration between their website and Salesforce. We then designed campaigns to specifically target people looking for business owner/key person life insurance and family life insurance in order to generate high intent customers. We used long-tail keywords to accomplish this goal and get more qualified leads, and it worked; our efforts generated over 200 long-term life insurance leads for the company and increased their conversion rate.

