

Results

Total Spend **500K+**

Leads Generated **7500+**

Conversion Rate **22%**

For this client, Empirical360 built out keyword-specific landing pages on their website and implemented SKAGs in the Ads account. We then divided the account into brand keywords and non-brand keywords; brand keywords have a lower CPA and bring in more qualified traffic, because people are searching for specific carriers. Our biggest challenge in this campaign was that we needed to comply with CMS guidelines that anyone marketing in this industry is required to abide by. This means we had to carefully monitor all of our ad copy and landing page content. We also had to build campaigns that targeted specific counties because of the location of the plans being sold. That required careful diligence from our team as well.

