

## Insurance Company Dramatically Boosts Sales with LocationBuilder™

### Challenge

A Fortune 500 insurance company needed to successfully leverage online marketing to get a leg up in the highly competitive insurance market while reaching customers based on their search behaviors and interests to generate impactful results for their local agents.

### Solution

As a trusted partner for 14 years, the client knew that BrandMuscle was capable of exceeding expectations. That's why they implemented LocationBuilder™ to dynamically generate and personalize landing pages tailored to local agent offers. The results speak for themselves.

### Results

**14X JUMP**  
in quote traffic

**205% INCREASE**  
in agent quotes  
completed

**259% LIFT**  
in click-to-talk  
agent calls

**194% INCREASE**  
in agent emails

