

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

