

## AccuQuote Partners With SendTraffic to make search marketing work.

### The Result

Within the first four months, AccuQuote's search lead volume has **tripled** and our cost per lead and new customer acquisition has **dropped by almost 30%**!

"We've tried search both in-house and with other agencies, but it just was not a volume driver or that profitable. SendTraffic's customer service combined with years of search marketing experience has enabled us to scale our business. In 2007, search will be a volume driver-thanks!"

- Sean Cheyney  
VP, Marketing and Business Dev  
AccuQuote.com

AccuQuote.com



### The Company Background

In 1986 we began operating with a single goal: to make the process of buying life insurance as easy as possible for our customers. Our experienced professionals consistently deliver the best rates by comparing hundreds of policies from dozens of top-rated carriers. The company offers consumers an extensive selection of life insurance options, including term life, whole life, and universal life, 2nd-to-die/survivorship life, as well as selected annuities and disability policies.

### The Immediate Opportunity

Get CPL numbers in line with back end conversion metrics; Cast a wide net to identify new prospective consumers; Provide access to critical day part (hourly conversion, visitor, etc.) information; Identify if search is a cost effective marketing outlet.

### The Solution

After implementing MarketingDASHBOARD™, SendTraffic's proprietary bid management and ROI tracking technology, AccuQuote was able to see an immediate impact in their search efforts. Lead volume held steady, but the CPL declined by 20+% within the first month. After the first four months, lead volume increased by 30% and the cost per new client acquisition decreased substantially. With a careful and creative eye to ad copy, consumers are qualified before the click which has saved thousands of dollars of wasted marketing spend.