



CASE STUDY

Collaborative Success: How Madrivo Helped Mutual of Omaha Realize 200% Lead Growth



Introduction

In the highly competitive insurance market, Mutual of Omaha recognized the strategic advantage of expanding its local agent program to enhance the control and consistency of customer experience.

They sought to improve their lead generation efficiency while supporting their growing team of agents with quality leads. They looked to Madrivo to implement strategies designed to navigate the unique challenges of this transition.



The Challenge

In Q3 2023, Mutual of Omaha set out to expand its local agent program. This bold move required **a substantial boost in high-quality lead generation to support the larger, integrated team of agents.**

However, this expansion brought with it a specific set of challenges. The largest concern was the speed at which Mutual of Omaha could create new, optimized landing pages internally — which are crucial for capturing leads. When first impressions are vital, any delay or inefficiency in landing page creation could significantly hinder the ability to attract potential clients. The spin-up time was significantly reduced by using Madrivo's teams to create these new landing pages.

Furthermore, the need for effective Conversion Rate Optimization (CRO) became a priority. Mutual of Omaha's growing local agent program required them to attract more high-quality leads that their team efficiently converted. Failing to optimize conversion rates adequately could diminish the campaign's effectiveness, reducing the impact of any increase in lead volume.

The Mutual of Omaha team, with Madrivo, took on the challenge of navigating potential pitfalls. The goal was to proactively address these issues to secure a strong lead pipeline for the growth of the local agent program.

Our Solution

Madrivo embarked on a strategic update to the local agent program's digital marketing efforts to address Mutual of Omaha's concerns. The plan was multi-pronged, rooted in our digital marketing expertise, and focused on improving the customer journey.



Strategic Overhaul

Madrivo began by analyzing the existing sales funnel and identifying key areas for optimization. This initial step laid the groundwork for a series of targeted improvements designed to optimize the local agent lead generation process.



Dual Google Ads Account Management

A second Google Ads account was created in addition to our original agency account to widen optimization and testing capabilities. This strategic move doubled the bandwidth for exploring diverse paid search strategies, enabling real-time adjustments and data-driven decision-making.



Landing Page Innovation

Another key part of the strategy was the rapid development and deployment of ten new landing pages. These pages were engineered for usability, engagement, and conversion—ensuring a seamless user experience from the first click.



Conversion Rate Optimization (CRO)

With the new landing pages in place, our targeted CRO efforts kicked into high gear. By conducting A/B testing and analyzing user behavior, we honed the conversion paths, improving the quality and quantity of leads.



Performance-Based Collaboration

Madrivo and Mutual of Omaha determined performance-based KPI goals to ensure our objectives were aligned, with compensation tied to the tangible results we achieved.



Roadblocks Overcome

Our strategic, integrated approach allowed Mutual of Omaha to navigate and overcome the anticipated challenges effectively:

Increased Marketing Agility

The dual-account Google Ads strategy empowered our team with the flexibility to test, learn, and iterate quickly. This agility was crucial for staying ahead in a dynamic digital environment, ensuring Mutual of Omaha's campaigns were consistently optimized for performance.

Improved User Experience

The introduction of new, optimized landing pages improved the lead gen funnel for the local agent team. By prioritizing the customer experience, we improved engagement rates and increased the potential for higher lead conversion.

Intelligent Conversion Paths

The comprehensive CRO efforts paid off, resulting in a significant lift in conversion rates. This was achieved by a relentless focus on understanding and enhancing the user journey, ensuring every interaction was an opportunity to convert interest into action.

Notable Outcomes

Lead Growth

The most striking outcome of this collaboration was a **200% increase in lead generation for the local agent program over the first four months of implementation**. This surge was not a mere numerical win; it represented a step forward in reaching potential clients and expanding Mutual of Omaha's market footprint.

Cost Efficiency

Alongside the increase in leads, there was a notable **10% reduction in cost per lead (CPL)** for the local agent team. This improvement in cost efficiency meant that Mutual of Omaha could allocate resources more effectively, enhancing overall marketing ROI while continuing to scale its lead generation efforts.

Conversion Rate Acceleration

Another metric to note was the **2X increase in landing page lead conversions** compared to the existing local agent site. This growth was a result of the targeted CRO efforts and the redesigned landing pages, which together created a more engaging and persuasive user journey.



These successes highlight the effectiveness of a well-crafted digital marketing strategy tailored to the client's goals and challenges. The results not only demonstrated the immediate impact of this relationship, but also set a new standard for achievable outcomes with strategic planning, expertise, and a shared commitment to excellence.

Key Results



200% lead growth MoM



10% CPL decrease



2X increase in landing page
lead conversion

Conclusion

Our comprehensive strategies and digital marketing proficiency enabled Mutual of Omaha to address its challenges and achieve growth in its local agent program. This collaboration highlights the critical role of proactive strategizing and innovative solutions in navigating the insurance industry's complex landscape of digital marketing. Mutual of Omaha is set to continue and further this success through ongoing collaboration, advancing its mission and relationship with Madrivo.

To see how Madrivo can help you take your digital marketing strategy to the next level, contact us today to schedule a personalized consultation.

Schedule a demo today.

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Mutual of Omaha