

Case Study

RMR Leads Service – Increased Conversion, Reduced Acquisition Cost



RMR Achieves Record Lead Volume and Conversion with a Targeted Niche Market

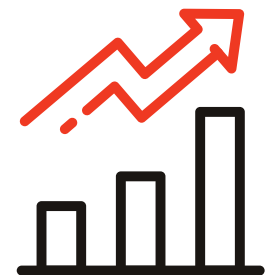
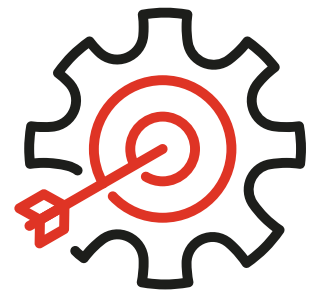
Challenge:

A National Life Insurance Provider needed to increase leads quickly for an existing product within a niche market. The geographic and demographic criteria meant that the real prospects were only about 10% of the population. At the same time, the company needed to lower its acquisition cost and increase its conversion rates without any budget for new messaging or new product development.

The RMR Approach:

The RMR Leads Service team quickly conducted extensive market research to develop a targeted dataset that matched the client's targeted niche audience. Instead of wasting money by casting a wide net, the campaign focused on demographic and psychographic behavior to provide a laser-focus for the best prospects. This produced insights on what channels would result in the highest engagement with the client's niche prospects... a "be where they already are" strategy. Utilizing existing messaging, RMR determined the best selection criteria for its digital ad campaign that included a self-identifying questionnaire to "self-qualify" and produce the most qualified leads, at the lowest cost.

The implementation plan leveraged a variety of channel distribution strategies where the desired audience already were engaged. The team got to market quickly with the flexibility to implement and modify the plan as needed through the real time RMR Leads Scorecard platform. The landing page was developed as a key education and information source with a goal of further narrowing the funnel for qualified leads, and move potential customers further down the sales pipeline. The additional screening on the landing page moved pre-qualified leads directly to the company's call center. RMR trained the call center team to ensure they were effective and had the tools to close the sale. The program also integrated an automated email confirmation and follow-up process, based on whether the leads fit the company's criteria. By fully integrating the messaging, platform, digital advertising, landing page, and call center training, the RMR Leads Sales Team was able to deliver an integrated approach that produced results quickly, while being adaptable to changing conditions and managing response workload.



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Results:

Within three weeks, the RMR Leads Service team had the digital platform working, identified strategic distribution partners, negotiated rates and contracts and rolled out the program nationwide. The campaign generated the most leads of any program in the company's history, with a conversion rate of more than 50%. RMR delivered at a cost per lead that was 30% lower than what the company had targeted. The strategy of going where the prospects were rather than trying to make them come to the client, was successful facilitated by a clear understanding of the audience and the right data to focus the campaign.

About RMR Leads Service:

RMR Leads Service is a proprietary approach to growing leads and increasing sales for B2C, B2B, direct sales, and digital sales channel companies. Our proven methodology includes an in-depth evaluation of a company's goals and a customized program of marketing, networking, advertising, and referral tools designed to drive real, qualified leads. RMR Leads Service is flexible and can be used as an in-house platform or outsourced to our expert team. To schedule a demo or a free assessment of your organization and learn how RMR can bring the market to you, please contact us.



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