

CASE STUDY

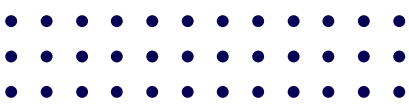


GetScaled

Allstate®



[GetScaled.com](https://www.getscaled.com)



OVERVIEW

A Regional Allstate Agency, well-established as a premier insurance provider in the local community, was experiencing a plateau in client acquisition and growth. Despite their commitment to quality service and a robust portfolio of insurance products, they were struggling to effectively engage new customers and expand their client base.

PROBLEM

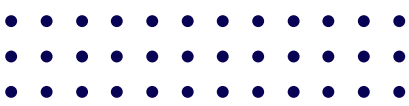
The primary challenge faced by the Agency was their inability to reach and engage potential clients due to an outdated marketing strategy that relied heavily on traditional methods, such as print ads, digital ads and direct mail. These methods were proving to be both time-consuming and costly, with limited results.

In search of a solution, the Regional Allstate Agency's management decided to explore the benefits of a digital marketing campaign, which would allow them to target a larger audience in a more cost-effective manner.



RESOLUTION

After researching various digital marketing tools and services, the Agency chose GetScaled, a leader in the lead generation industry, known for its innovative and data-driven approach to lead generation. GetScaled stands out from the competition due to its proprietary database of over 300 million US-based consumers.

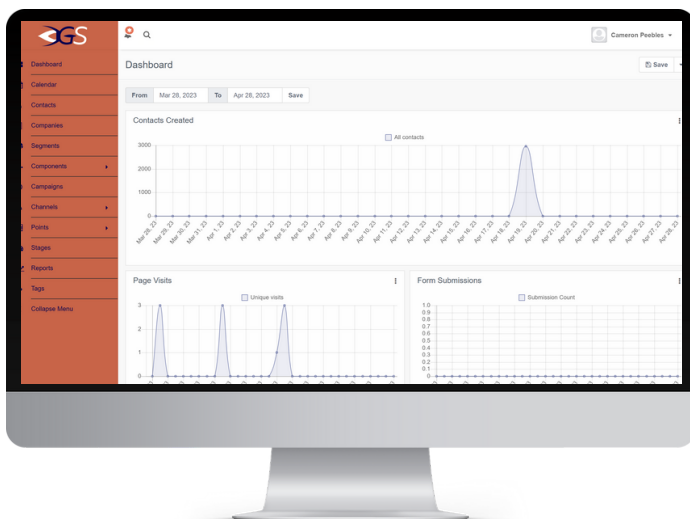
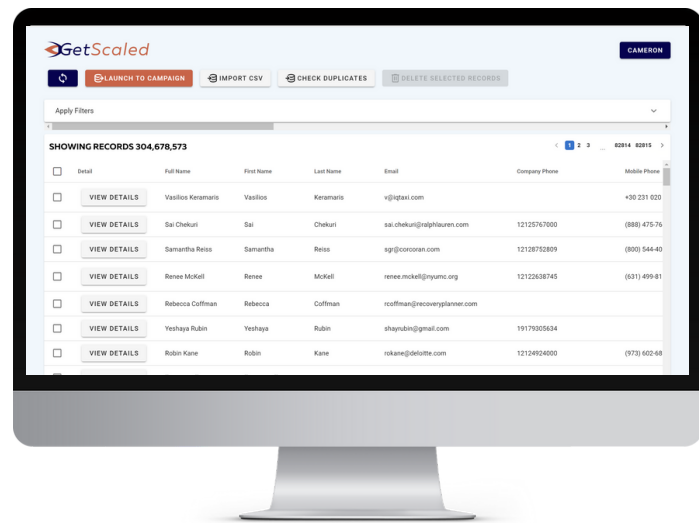


RESULTS

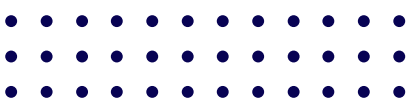
GetScaled's team began by conducting a comprehensive analysis of the Regional Allstate Agency's target audience using demographic, financial, home and car ownership, and insurance purchase history information. This allowed GetScaled to identify the prospects most likely to be interested in the Regional Allstate Agency's services, ensuring a highly targeted and efficient marketing campaign.

AUDIENCE + OUTREACH

Using their extensive proprietary database and the audience insights gained from the comprehensive analysis, GetScaled crafted a tailored marketing campaign targeting 2,500 prospects. The campaign consisted of a personalized, one-to-one email outreach that used artificial intelligence (AI) to optimize and deliver at scale. GetScaled's AI technology enabled them to create highly relevant and engaging email content, while efficiently managing the massive volume of outreach required for such a large audience.



GetScaled's team meticulously monitored the campaign's performance and optimized it accordingly, ensuring that the marketing efforts were reaching the desired audience effectively.



GROWTH + ROI

In only 14 days, GetScaled's AI-powered email marketing campaign, powered by their proprietary database and comprehensive audience analysis, delivered outstanding results for the Allstate Agency:

1. The campaign resulted in 2500 net-new leads, significantly increasing Allstate's exposure in the territory.
2. These leads resulted in 110 new clients, surpassing the agency's expectations and demonstrating the effectiveness of GetScaled's strategies.
3. The total value of these new clients amounted to \$46,707 in Monthly Recurring Revenue, providing a substantial return on investment (ROI) for the Agency's marketing spend.

**TWO
WEEKS**

**110
DEALS**

**\$46,707
MRR**

FUTURE GROWTH

The Allstate Agency's collaboration with GetScaled, a leader in the lead generation industry, proved to be a game-changer for their business. By embracing AI-driven email marketing and leveraging GetScaled's expertise, vast proprietary database, comprehensive audience analysis, and AI-powered email campaigns, they were able to reach their target audience more effectively, drive new leads, and generate substantial revenue in a short period of time. The success of this campaign convinced the Agency owner to continue working with GetScaled, increasing the volume of outreach in order to drive even higher ROI.

