



# LIFE INSURANCE CASE STUDY

## Facebook **Lead Form** Campaign

## THE CHALLENGES

Selling life insurance is only legal in 4 Canadian provinces. Ontario — the client's location — is one of them, but insurance companies often resist it because they tend to make less money.

Also, people looking to buy life insurance have different preferences for communication. Some prefer to meet in person while others want to talk over the phone. To stay ahead of competitors, the client needed a digital strategy that appealed to middle-aged and older Canadian residents. It made sense to use the world's most popular social media platform: Facebook!

## THE SOLUTION

We ran a Facebook campaign using a **lead form**, targeting people ages 40-60 in Ontario, Canada. The ad set read:

'Life Insurance Guaranteed Issue, ages 18-75. Get Non Medical Life Insurance coverage in the comfort of your own home for as low as \$1 a day.'

## THE RESULTS

Client spent \$500.55 over the span of 30 days.

Campaign produced 73 leads.

**Average** cost per lead of **\$6.85**  
which was **51% below the targeted CPL.**

