LeadChaser.ai

Case Study: Beating the Industry by ~1017% for AllState Insurance

AllState boosts lead connections to 20.1%—outperforming the 1.80% industry average.

Learn more at www.leadchaser.ai

The problem

Low lead-to-phone conversion rates

AllState, an insurance company, purchases opt-in leads from a third-party vendor. The standard conversion rate for leads in the insurance industry is only 1.80%. This means that **for every 100 leads they received, only 1.8 were being successfully converted** into phone interactions, which limited their potential to close new customers.

The solution

Instantly calling and texting incoming leads with LeadChaser.

By implementing LeadChaser, the company leveraged its AI-driven lead nurturing and intelligent outreach capabilities to optimize their connection process. LeadChaser's approach focused on strategic re-engagement and persistent follow-ups to improve contact rates.

We have successfully applied heavily-researched strategies to our client's existing campaigns to skyrocket marketing results.

The results

After using LeaderChaser, AllState achieved a **20.1% connection rate** with their older leads, **beating the industry average by 1016.67%**. On average, it took **8.5 calls** before successfully connecting with a lead, demonstrating efficiency in improving engagement and maximizing lead potential.

● Leads Connected   ● Industry Standard

20.15%

1.8%

Thank you for reading.

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