

CASE STUDY

Lead Generation Success: **Ethos Achieves a 350% Boost in Leads and 40% Lower Acquisition Costs**



Introduction

Ethos, a leader in the life insurance industry, set out to redefine its digital marketing strategy. With ambitious goals to expand customer reach and optimize lead generation, Ethos recognized the need for a partner with advanced expertise in navigating the complex digital landscape.

Enter Madrivo, whose strategic collaboration helped Ethos achieve results that far exceeded their initial expectations.



Objectives and Challenges

Ethos embarked on this journey with clear, strategic goals:

- **Lead Generation:** Ethos aimed to enhance customer acquisition through digital marketing channels beyond their internal capabilities.
- **Grow the Email Marketing Channel:** A key focus was leveraging the expertise of trusted partners like Madrivo to maximize their email marketing efforts.
- **Data Analytics:** Integrating advanced data analytics to refine marketing performance and identify growth opportunities was also high on Ethos's agenda.

However, these objectives came with challenges:

- **Achieving ROAS Goals:** Ethos struggled to acquire new customers while maintaining a return on ad spend (ROAS) of 1.5 or higher.
- **Quality and Compliance Issues:** Previous partnerships with other agencies had resulted in inconsistent lead quality and compliance concerns, hampering their growth.
- **Lack of Transparency:** Ethos had difficulties with transparency in reporting and performance metrics, which made it harder to evaluate success.
- **Scaling Responsibly:** Ethos wanted to scale their lead generation efforts without sacrificing quality or compliance.
- **Limited Legal Feedback:** Ensuring compliance with legal standards was a challenge due to limited feedback from their previous partners.

The Madrivo Solution

Recognizing these challenges, Ethos turned to Madrivo. With a reputation for delivering quality results and strategic insights, Madrivo tailored an approach that addressed Ethos's specific needs:

Targeted Audience Segmentation

Using Madrivo's proprietary tools, they helped Ethos hone in on the right audiences for their products, ensuring their marketing hit the right people at the right time.

Multichannel Marketing

Madrivo expanded Ethos's campaigns across email, paid search, and social media, each channel fine-tuned to maximize lead generation.

Conversion-Focused Strategies

Through A/B testing and optimized landing pages, Madrivo worked closely with Ethos to boost conversion rates, providing a much-needed lift in performance.

Seamless Implementation

The implementation process between Ethos and Madrivo was smooth and efficient, thanks to a collaborative approach and the use of streamlined tools:

Collaboration through Impact Radius

Utilizing the Impact Radius platform, both teams maintained transparent tracking and real-time data sharing, facilitating seamless communication and alignment throughout the process.

Tailored Integration

Madrivo adapted to Ethos's specific attribution process and data handling, ensuring that their marketing efforts were fully integrated with Ethos's internal systems. This flexibility was crucial in maintaining the integrity of Ethos's reporting and performance metrics.

Creative Collaboration and Brand Consistency

Madrivo used Ethos's detailed creative briefs and a messaging bank to develop marketing materials that were fully aligned with Ethos's brand guidelines. By adhering strictly to these guidelines, Madrivo ensured consistency, compliance, and a unified brand voice across all campaigns.

Results and Impact

The collaboration between Ethos and Madrivo delivered measurable outcomes that exceeded initial expectations:

Improved ROAS

Ethos initially aimed for a return on ad spend (ROAS) of 1.5 but surpassed that target, moving from a 1.0 ROAS at the start of the partnership to consistently achieving a ROAS of over 2.0. This dramatic improvement was driven by Madrivo's ability to optimize campaigns and focus on paying for verified leads rather than raw leads, which boosted overall efficiency.

Consistent 6-Figure Months

As campaigns scaled, Ethos experienced several six-figure revenue months while maintaining their targeted ROAS, marking a substantial leap in revenue growth.

Enhanced Lead Quality

By transitioning to verified leads and ensuring better compliance, Ethos not only saw improved financial returns but also enhanced the quality of their customer acquisition efforts.

These results reflect the effectiveness of Madrivo's adaptable and data-driven strategies, transforming what had been an area of struggle for Ethos into a key strength.

“Working with Madrivo has been a game changer. Their expertise in digital marketing and lead generation helped us reach more customers and grow our business faster than we expected.”

– Geoff Marcy, Affiliate Programs Management Consultant, Ethos



Key Lessons and Best Practices

Throughout the collaboration between Ethos and Madrivo, several key insights and best practices emerged:



Navigating Legal Complexities

Ethos and Madrivo worked closely to avoid common legal pitfalls, ensuring compliance with all regulations. This was a critical aspect of the partnership and provided valuable insights into managing legal considerations in digital marketing.



Optimizing Through Creative Testing

Creative testing played a significant role in optimizing consumer engagement. By continually experimenting with different ad creatives and messaging, Madrivo was able to refine campaigns for maximum effectiveness.



Identifying New Opportunities

Data from the initial Term Life product campaigns revealed an opportunity to introduce a new product—Final Expense insurance, targeted at seniors. This insight opened the door for future product expansion based on consumer demand and behavior.

Best practices that emerged from the campaign:



Cross-Department Collaboration

The success of the partnership was built on close collaboration between Ethos and Madrivo's teams, with multiple departments working in sync to ensure alignment and responsiveness.



24/7 Communication

Constant communication between the two companies was key to maintaining momentum, addressing issues in real time, and optimizing campaigns as needed. This high level of engagement ensured that both teams were always on the same page.



Future Plans

Ethos and Madrivo are excited to build on their success by:

- **Launching New Products:** Expanding into Final Expense insurance for seniors, using Madrivo's expertise to drive lead generation.
- **Testing New Commission Models:** Together, they aim to explore innovative commission models to optimize growth and lead quality.
- **Scaling Campaigns:** Expanding digital marketing efforts into new channels and increasing performance.
- **Continued Optimization:** Focusing on creative testing and ongoing optimization to keep campaigns fresh and effective.

Conclusion

The partnership between Ethos and Madrivo has been a resounding success, with results that exceeded all expectations. Through targeted campaigns, optimized strategies, and a shared commitment to data-driven marketing, Ethos was able to achieve significant growth in lead generation and customer acquisition.

Schedule a demo today.

If you'd like to learn more about how Madrivo can help you reach your marketing goals, contact us at sales@madrivo.com or call 702-487-7999.



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