

American Life Fund Boosted Their Conversions By 57% While Decreasing Their CPA By 11% In Q2 Through Remarketing Campaigns



American Life Fund is the nation's leading viatical settlement company that provides financial guidance to individuals diagnosed with cancer. They specialize in viatical settlements and life insurance policies to help their customers gain the confidence and benefits they need and deserve.

American Life Fund turned to Search Bloom to manage their paid social campaigns to generate the leads they desired on their social media platforms. By the end of Q2 2021, American Life Fund saw a 57% increase in their conversions, a 44% increase to their CTR, and an 11% decrease to their CPA resulting in quarter-over-quarter growth to their paid social campaigns. Through constant testing, Search Bloom was able to apply the proper techniques to American Life Fund's campaigns to optimize better results, such as remarketing campaigns, custom audiences, budget optimization, multivariate testing ad images, and A/B testing their landing page.

The Results

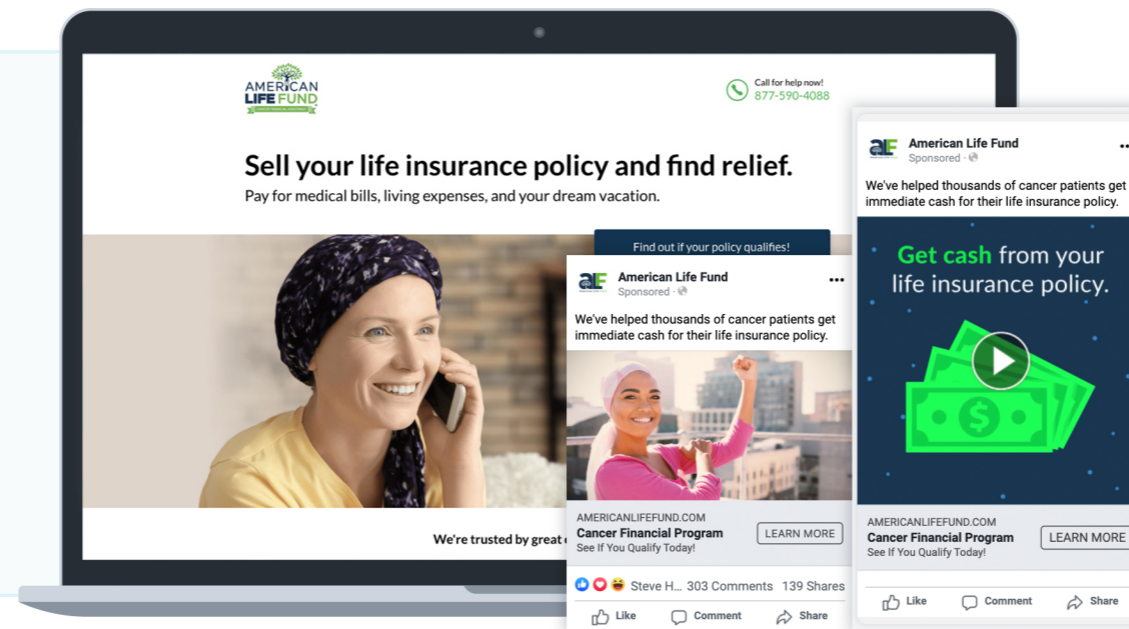
↑ **57%**
Increase in Conversions

↑ **44%**
Increase in CTR

↓ **11%**
Decrease in CPA

How We Did It:

- Remarketing Campaigns
- Custom Audiences
- Budget Optimizations
- Multivariate Testing Ad Images
- A/B Testing Landing Page



We hired Search Bloom to manage our paid social campaigns. We were having issues with generating leads via our social media platforms internally. Since working with Search Bloom, we have increased our overall lead volume and qualified lead volume from social tremendously. Our engagement on social media has also dramatically increased. The workflow between Search Bloom and our company has been pretty seamless. The most impressive thing about Search Bloom is their industry experience, their streamlined processes, and their desire to constantly test and try new initiatives.

Lacey Ellison - Director of Marketing | American Life Fund