

TrustedForm Insights helps Charcoal *save thousands* by validating lead age and origin

The problem

Charcoal's clients, one being a **top 15 insurance company**, were wasting time and money purchasing leads that had expressed interest months prior. There was no way of validating the time of form submission and had to rely on the word of their lead partners.

A solution was needed to make their clients happy and ensure they were only receiving real-time leads with high intent.

The solution

By using **TrustedForm Insights**, Charcoal is able to solve more than what they set out for. They can help their clients make smarter lead-buying decisions based on a lead's time stamp, IP address, and originating domain, to offer their clients the most efficient lead management platform possible.

“We’ve saved our clients tens of thousands of dollars in lead costs by being able to scrub leads that are *aged* or come from *websites* that do not convert well.”

Kurt Black, CEO of Charcoal

Charcoal helped their insurance company client **block over \$250,000 of unwanted leads** over the first year of using ActiveProspect's TrustedForm Insights. An astounding 90% of the savings came from eliminating leads from **poor-performing domains**. Agents are happier and production is more cost-efficient.



\$250,000
saved in the first year

+58.5%
higher lead conversion rate

+69.3%
more policies sold

-31.0%
lower cost per acquisition

Charcoal is a lead management software that filters leads, makes lead pricing and buying decisions, and brings lead buyers and sellers into one platform.