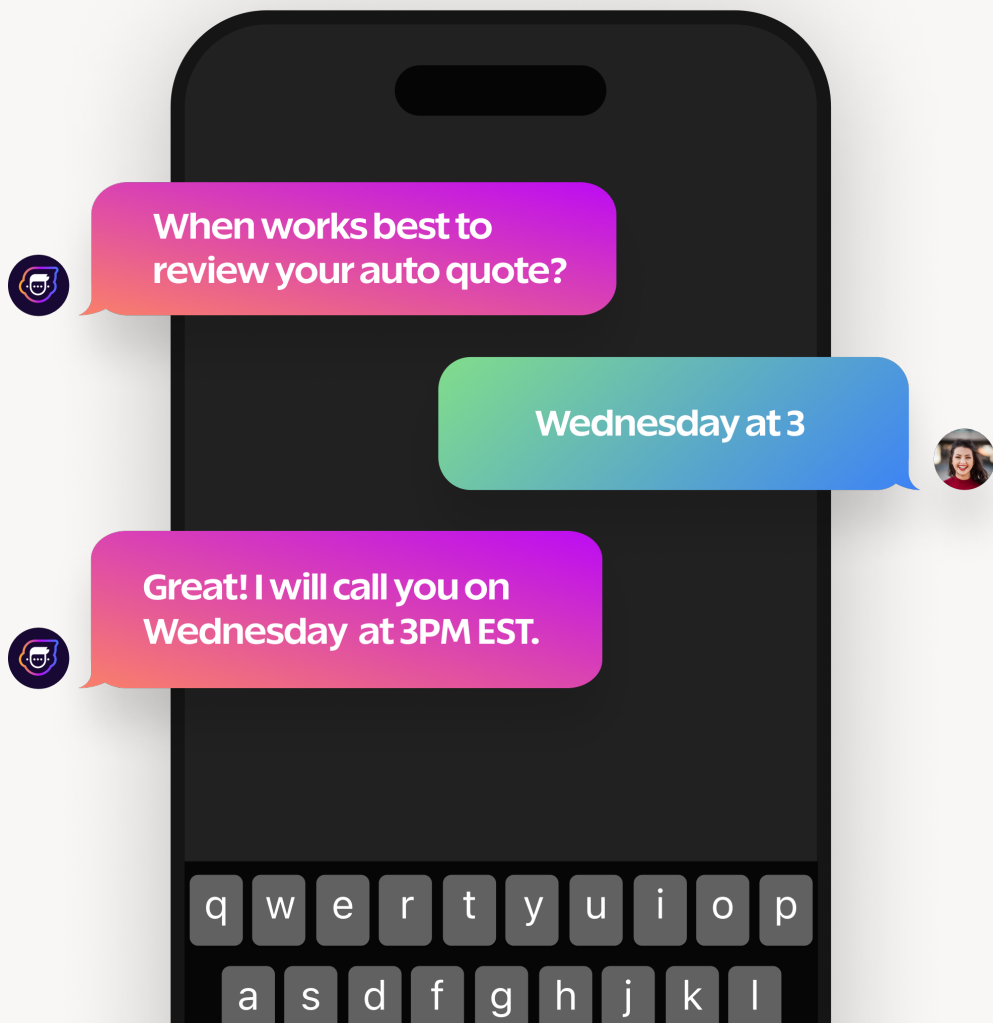




The New Rules of Insurance Lead Buying

Your Path to \$100M as an AI-Powered Agency



Introduction: The State of Lead Buying in 2025

The old ways of lead buying aren't built for the future. Businesses need to constantly adapt their strategies, prioritize high-quality lead sources, and get more targeted with their opt-ins and outreach. All while costs of hiring and training skyrocket, and leads expect more personalized and convenient ways to buy.

If staying up to date with the latest trends, sifting through your data to evaluate each of your lead sources and knowing what potential compliance regulation changes mean for your agency makes your head spin, you're not alone.

Maybe you're looking at your existing lead buying process and **wondering why it isn't working**, or you're unsure if you've chosen the right vendors, volume, and outreach strategies.

Or maybe you're unsure if your process, metrics and cadence are any good, and thinking to yourself, **this is HARD! How do other agencies get this to work?**

You may have found some success with lead buying already, but the margins aren't as good as you've hoped, the CPA isn't consistent, or you're not achieving the scale you want with your current volume. **Could AI help you? How?**

It's Time To Break The Rules...

It's time to embrace all the ways AI can help you scale smarter, not harder.

- **AI can get you data and insights faster**, help evaluate your lead sources, and give you a clearer picture of your costs and process bottlenecks.
- **AI lets you master your cadence and contact rate**, continuously optimize your conversion rates, and hit the perfect speed to lead every time.
- **AI strategies bring you limitless scalability**, 24/7 365 availability, and a consistent, personalized experience your leads enjoy

This guide will show you how AI can help you scale your agency to **\$100M and beyond**. You'll learn how leading agencies are replacing traditional methods and doubling down with AI-powered solutions - all while reducing costs (and the headache). We'll share the metrics that matter, specific strategies for insurance, and easy steps to get started. Let's dive in.

Limitations With The Current State

Many of the traditional growth methods with lead buying are band-aid solutions.

- Hiring more humans to work your leads is expensive, turnover may be high, and humans don't all deliver consistent results.
- You think your agents are nailing the speed-to-lead, but even with automation tools helping them out, without a good way to measure it, do you really know?
- Optimizing your cadence and script sounds foolproof, but each agent seems to put their spin on it, creating variables in your outcomes.

What you want are the things all great teams have - real, measurable, consistent results.

You need strategies to work more volume, scale up or down easily with perfect speed to lead, and maximize the ROI of the leads you buy. **AI Agents can be the solution that helps you get there quicker and easier than ever before.**



The Future of Lead Buying with AI

By replacing your traditional lead buying and call center with AI Agents that are trained in insurance, you can:

- Work unlimited lead volume and assess the lead quality from any source
- Achieve perfect speed to lead
- Get predictable performance with metrics that inform
- Deliver a consistent experience that scales to the moon

Beyond the scalability and reliability of AI agents, you'll also see even more benefits behind the scenes:

- A faster way to capture data and consume insights from lead conversations
- An easy and transparent way to evaluate which lead vendors perform well
- One-click integrations to sync the information you need in your CRM, Slack, and other platforms

Level 1: Establishing a Foundation for Success

Before you can maximize your lead value, you need to understand how the economics of lead buying works for your agency by assessing your baseline.

Audit your current process: Document your acquisition process from beginning to end, including sources, team involvement, metrics, costs and output.

Identify potential bottlenecks in your workflow: Maybe you're not measuring speed to lead appropriately, or each agent has a different manual cadence. Or, your team is not set up for success with the proper lead routing, performance testing and workflow automation.

Evaluate your lead sources: To get maximum lead value, you must purchase high-quality leads. Partner with reputable lead providers and request trial batches to evaluate their performance.

Establish your baseline metrics and cost per acquisition (CPA): Lead conversion rates, contact rates, and cost per acquisition are the minimum key metrics you should be tracking.

AI isn't just about volume and scale. It can help speed up your assessment phase, too.

With an AI solution like Mav, you can test multiple lead vendors at once and capture quality much quicker than traditional methods by tracking Positive Intent (in addition to dispositions). Positive Intent means a lead has a confirmed positive interaction with your offering in the first sent message. This metric gives you an early view of your lead quality.

Level 2: Optimization and Repeatability

Simply tracking metrics just to track them isn't going to help. To truly accelerate your growth with lead buying, you need to understand which sources, metrics, and strategies move the needle for your business.

Beyond numbers in and numbers out, here's where you can look next to determine where to start improving your process.

Speed to lead: The faster you can reach a lead, the more likely they are to respond, period. Industry standards suggest contacting a lead within 5 minutes of receiving it increases conversion rates significantly.

Using automated workflows to assign leads to agents, or better yet, an AI assistant like Mav to message leads with the perfect speed and cadence 24/7 365, can make or break your bottom line.

Cadence and contact rate: Being the first and fastest to reach out to a lead is one piece of the puzzle, but determining if they're ready to move to the next step, and following up when they need more time will mean higher conversion rates.

Again, having a process for agents to follow is crucial to keep leads moving through the pipeline, and having an AI agent handle and track your follow-ups is even better because they're never too busy to check-in.

Conversion rates: Converting leads and closing deals is the ultimate goal. No matter how many leads you buy and how much volume you put into your pipeline, your processes must be tight to see a conversion rate that works for you.

When you're using manual processes, lead quality can be wildly inconsistent, making it hard to know when and where to scale up. Your reps might not have the right tools, the routing might be sending the wrong types of leads to the wrong agents, or they might not have enough time to follow up with every lead repeatedly. Leads fall through the cracks, and your CPA continues to rise without seeing the conversions you want. **This is exactly where AI can help.**

Level 3: Scaling with AI

Getting to the point of scalability with manual processes is hard. You feel overwhelmed by the growing pains and might start wondering how and where AI can help. AI can offer an infinitely scalable, cost-effective, and enjoyable experience for your leads to interact with.

The Strategy for Success

Once you've created a solid foundation and optimized your processes, you can start using AI to fill in the gaps and scale your agency.

You'll be ready to use the quick results and data with your baseline metrics determined and conversion rates ready to be optimized.

You'll be ready for infinite volume with easy-to-validate lead sources, perfect speed to lead, and contact rates.

You'll see growth and results without worrying about hiring, training, and turnover.

AI agents like Mav aren't just about making the process faster or cheaper - they're designed to improve the lead experience and generate predictable results for your agency. From outreach and qualification to follow-ups and live transfers, Mav helps you achieve scalability every step of the way.

Proven Use Cases: How It Works For Insurance

Based on our experience, these are the top use cases for insurance agencies to grow their business.



AI Lead Outreach: Get infinitely scalable, perfect speed-to-lead every time (or speed-to-experience, as we call it). Reach out to all of your leads at the right cadence, 24/7 365. Once they indicate they are interested (the Positive Intent we covered earlier), move them to qualification immediately, right in the conversation - no need to schedule a separate appointment. If they don't

respond or aren't quite ready to get started, you can automatically nurture them for as long as it takes.

AI Lead Qualification: Instead of your reps spending their valuable time qualifying and chasing down leads hoping they don't go cold, let your AI insurance expert handle it.

In a personalized, two-way text conversation, you'll collect the necessary qualifying information and keep it updated in your CRM. You can even take the experience a step further and deliver personalized insurance quotes to your leads based on their responses.

The best part about it? Conversations remain consistent, unbiased, and persistently open - no variables affecting the outcomes like you may see with human reps.

AI Live Call Transfer: AI can help with more than just texting. Once a lead becomes qualified, they can initiate a phone call with a rep from your team directly from a text message.

With Mav, we'll call the lead from the same phone number they have been texting with, while simultaneously calling an available sales rep and letting them know a lead is on the line and ready to take the next step. Once both parties have confirmed availability, Mav joins the calls, and the rep can step in to close the deal. If either isn't available, Mav will immediately text the lead and find the next best time for a call, while continuously updating statuses in the CRM.

The Smartest Path to \$100M

Scaling your lead generation with AI isn't just possible; it's predictable. It's not just about doing things faster. You'll do them better, more consistently, and at a higher volume. An AI agent can be your all-star employee who never takes a day off and follows your playbook perfectly, every time (day or night).

With Mav, we've made it easy to launch your AI-powered strategy in days for a fraction of the cost. In a personalized, two-way conversation, Mav can help your agency:

- Qualify an infinite amount of leads 24/7 365
- Deliver real-time quotes
- Stay engaged with Smart Follow-Ups
- Live transfer calls
- Scale to the moon (or at least \$100 Million)

And let's not forget what else we've learned. Beyond automating your outbound lead cadence to help you scale, Mav works behind the scenes to:

- Assess the quality of your lead sources
- Achieve perfect speed to lead and outreach cadence
- Track the metrics that matter and optimize performance
- Deliver a consistent, personalized experience that leads will enjoy

Instead of stressing about compliance, hiring and training expenses, and how your agents will find the time to work as many leads as you'll need to grow, let Mav be your unfair advantage to scaling lead generation in 2025.

A rectangular button with rounded corners, featuring a horizontal gradient from orange on the left to blue on the right. The text "Get a Demo" is centered in white, bold, sans-serif font.

Get a Demo