

# How a top Allstate agent used Datalot calls to help expand her business.

## Top Producing Allstate Agent - Lisa Faina

Lisa Faina has a distinguished career of over 20 years and won multiple awards. When she wanted to grow and take her agency to the next level, she tried numerous marketing services. In the end, it is Datalot calls that provide her the consistency and quality to meet her agency's needs. After embracing Datalot last year, she is currently working to expand her office to double her producer capacity.



### Datalot Offered A Real Chance To Grow

After having mixed results with many marketing platforms over the years, Datalot's revolutionary call marketplace seemed like a much needed leap forward from traditional data lead providers, Datalot has become a cornerstone of her office. She even incentivizes her staff by offering to give them additional Datalot calls if they work expanded hours.

*“Datalot changed the game for calls. When producers see it's a Datalot call coming in, they're excited to answer the phone. The energy is great!”*

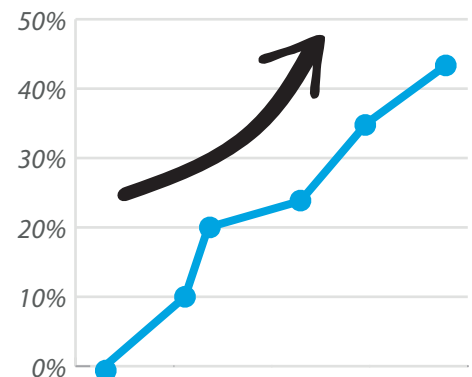
- Lisa Faina, Allstate Agent

### Real Human Call Qualification

For Lisa, the Datalot difference starts with the consumer experience. Before any call is transferred to Lisa's office, it has been expertly handled and qualified by a trained Datalot specialist. The Datalot team will then warm transfer right to one of Lisa's producers. For the consumer, it feels like they have simply been talking to an office receptionist. The seamless call experience helps maintain the natural flow in the conversation. Maintaining that flow helps build trust, keeps the consumers engaged and has allowed Lisa to become one of the top producing agents in Florida, despite a challenging market.

## Faina's Real World Success by the Numbers

- 42% Growth over last year despite tougher market
- Expanding office to accommodate 3 new producers
- Close rate explodes from 10-12% to 20%
- Multi-Policy attachment rate is one of the best in her region
- Her agents are producing more deals than ever before



# Datalot can make your phone ring with **new customers.**

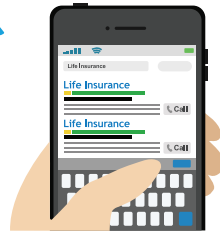
Datalot is the leader in pay-per-call advertising for the insurance industry. Our unique platform delivers qualified customers directly into your existing sales process. Agencies spend less time and money on marketing campaigns, and more time focusing on what they do best, closing insurance policies.

## How Datalot Works



### You Select Your Target Call Criteria

Easily create inbound call campaigns with your own scheduling, geographic targeting, and other advanced filtering options.



### We Generate Inbound Consumer Inquiries

Our expert team of digital marketers run mobile search and TCPA-compliant web click-to-call ad campaigns for the products or services you sell.



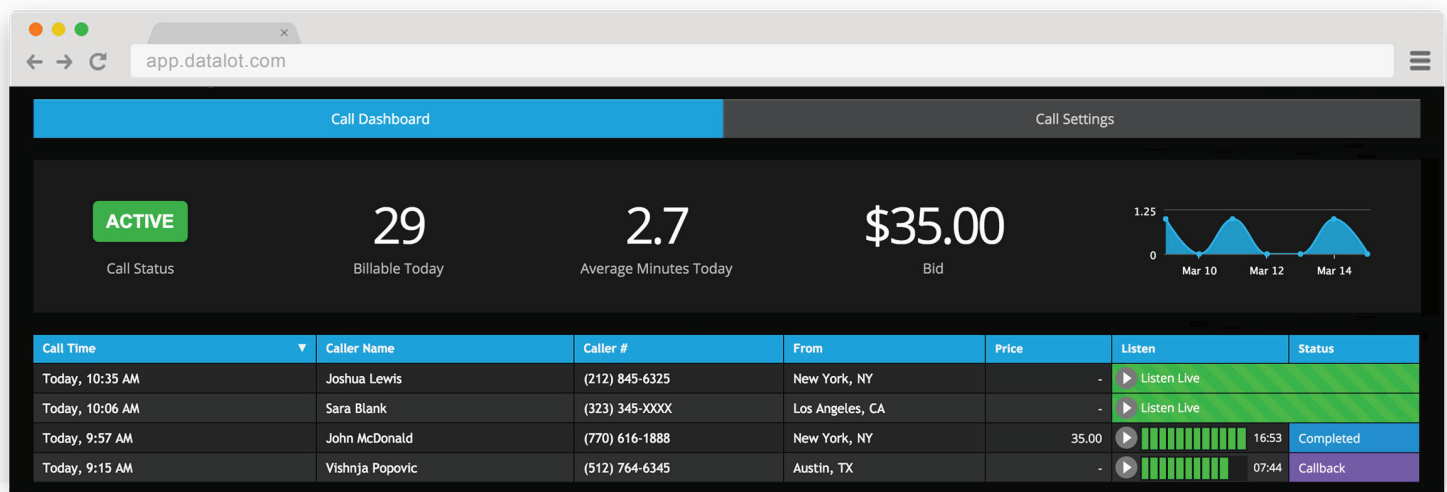
### We Screen & Qualify Your Calls

Our professional concierge phone reps greet customers and ask them custom qualifying questions that you can choose.



### You Receive a Warm Call Hand-Off

Our concierge rep will then do a warm hand-off of the qualified call to your sales team. **You only pay for calls you receive that match your criteria.**



Datalot's call marketplace has been so successful for Faina, it now represents the majority of her total marketing spend. Datalot is a perfect fit for any business, from the self-employed to the Fortune 500, that acquires customers through phone-based sales.

**Find out how Datalot can help grow your business, too!**  
**Call us at (888) 718-1991 or sign up at [www.datalot.com/insurance](http://www.datalot.com/insurance)**