

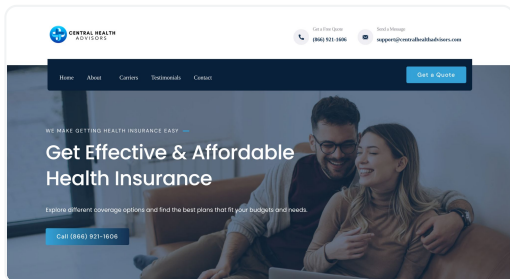


Central Health Advisors drives 23% revenue growth with AI Max text customization



A health insurance agency helping clients find coverage
AMER - United States • centralhealthadvisors.com

Agency Name: LGG Media



The Challenge

Central Health Advisors, a U.S. insurance broker, faced limited growth on Search. Its reliance on restrictive phrase and exact match keywords maintained profitability but capped reach. Skeptical of AI solutions like broad match, the team needed a strategic way to achieve incremental coverage and high-value customer demand without risking its strict Target ROAS (return on ad spend).

The Approach

Central Health Advisors, with agency support, ran a focused test using AI Max on generic Search campaigns. This used AI to discover new, valuable queries while maintaining profitability. To address client skepticism and vertical sensitivity, the test strictly utilized only the text customization feature of AI Max. This allowed the client to control ad messaging while evaluating the efficiency of AI-powered coverage expansion via a reliable pre-post testing methodology.

Partnering with LGG Media: It executed and evaluated these changes, validating success on a top campaign before rolling out account-wide.

The Results

The 45-day test yielded significant, high-value growth. The AI Max features generated a 35.8% uplift in clicks, a 28.0% conversion uplift, and a 23.4% uplift in conversion value. These results confirm that the features successfully unlocked high-value customer demand. Central Health Advisors will leave the feature enabled and plans a phased rollout across more of its campaigns

“AI Max was the high-impact solution our team needed. It successfully delivered significant incremental demand and achieved highly profitable growth. AI Max drove 23.4% uplift in revenue, proving we can scale effectively while strictly respecting our required Target ROAS.”

Frank Law, President, Central Health Advisors

28%

Conversion
uplift

36%

Click uplift

23%

Conversion
value uplift

Primary Marketing Objective

- Generate Leads

Featured Product Area

- AI Max for Search campaigns

