



**luminos**  
CREATIVE

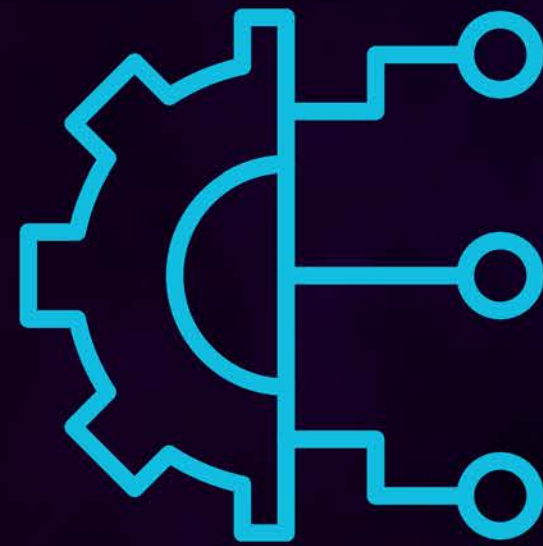
2026 CASE STUDIES

Our Case Studies All Share One Thing:

**Strategy-led design that turns clarity into growth.**



**We start with  
business goals, not  
deliverables**



**We design integrated  
systems, not one-off  
assets**



**We optimize  
continuously using real  
performance data**



**BRAND DESIGN**

# DESIGN ROI

Updating design for clients  
across all deliverables:

- Converted **400%** more consumers
- Improved the willingness of customers to recommend products by **16.6%**
- Increased customer willingness to spend by **14.4%**

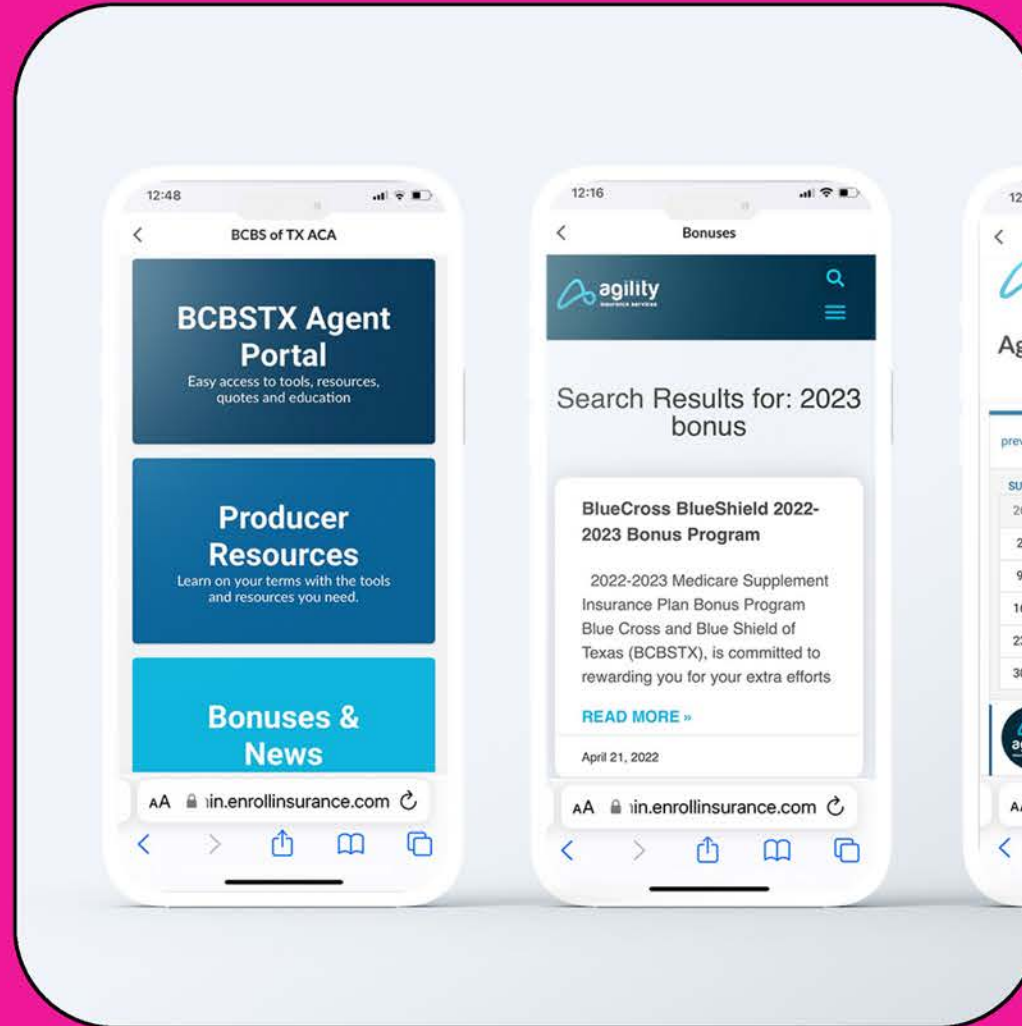




**W E B S I T E   D E S I G N**

# Health Insurance Agency:

## Increased website traffic and user experience



## Agent Portal & Mobile Ready

Clean UI/UX & Clear CTAs



## 24k+ per month

Website Visits & Clicks  
*up from 10k starting point*

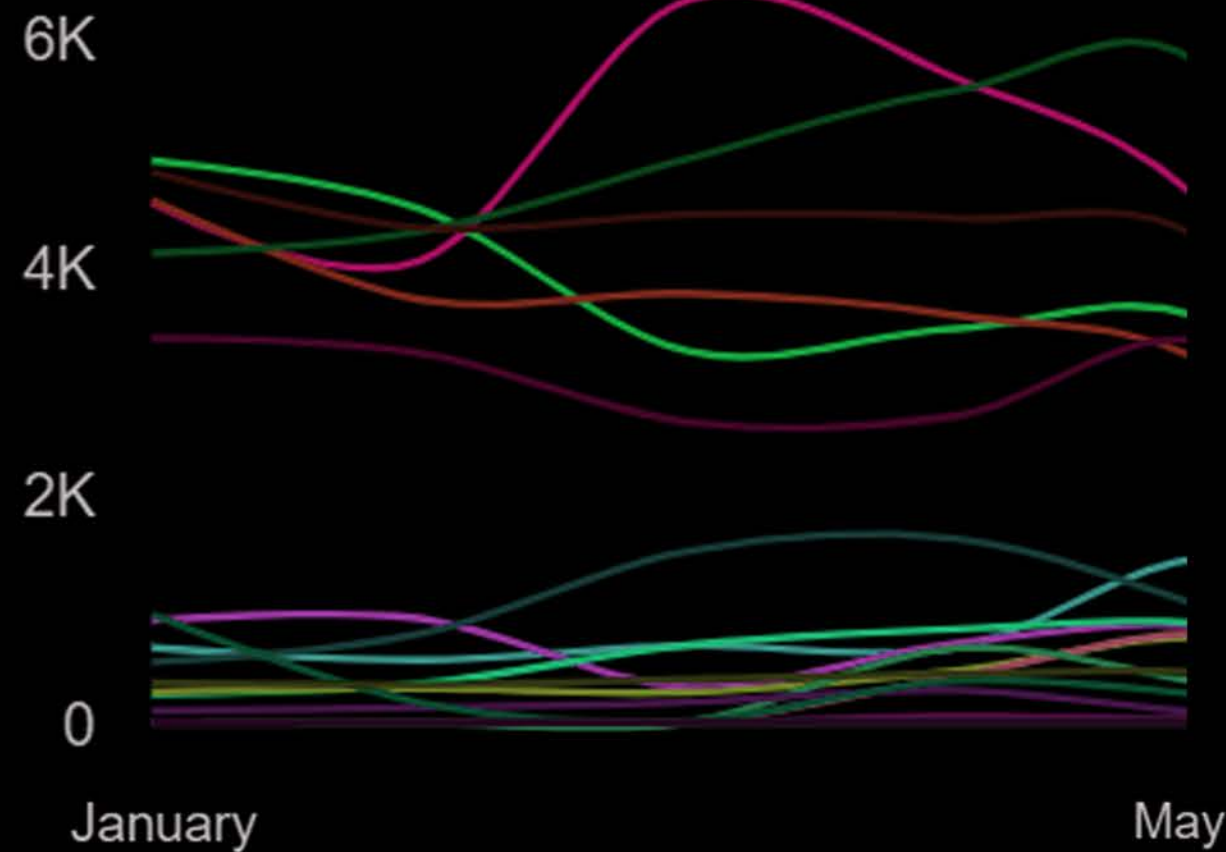


**LEAD GENERATION**



**Health Insurance Agency:**  
**LEAD GENERATION GROWTH**

**New Users by Channel Jan-May 2025**



Total users over time by Session primary channel group

- Paid Search
- Direct
- Organic Search
- Unassigned
- Organic Social
- Display

Session Primary Channel Group	Sessions	Engagement Rate
Direct	4,546	97.32%
Paid Search	4,087	99.05%
Organic Search	4,049	96.02%
Unassigned	1,887	75.4%
Referral	1,022	99.89%
Display	921	99.89%
Organic Social	874	99.66%
Paid Other	785	100%
Paid Social	305	100%
Cross-Network	263	100%



**S O C I A L M E D I A**



# illuminating social media growth.

B R A N D	F O L L O W E R S	
	2024	2025
Health Insurance Company	664	7,489
	681	2,104
Insurance Broker	538	7,435
	200	542
Health Insurance Agency	2	204
	0	38

*35% increase in channel engagement on average*



# Social Media Case Study: Health Insurance Company

## Health Insurance Company Facebook Growth Story

From 2023 to 2024, our insurance FOM clients Facebook performance skyrocketed:

- **Reach jumped from 33.8K to 1.21M (+3,482%)**
- **Impressions surged from 69K to 3.68M (+5,226%)**
- **Link Clicks rose from 320 to 23,517 (+7,247%)**
- **Post Engagements exploded from 2,186 to 68,145 (+3,016%)**

So far in 2025, engagement remains strong with **76,952 post interactions already surpassing 2024's total—mid-year.**

This sustained momentum highlights the effectiveness of our engagement-focused ad strategy, delivering exponential audience growth and deeper interaction year over year.



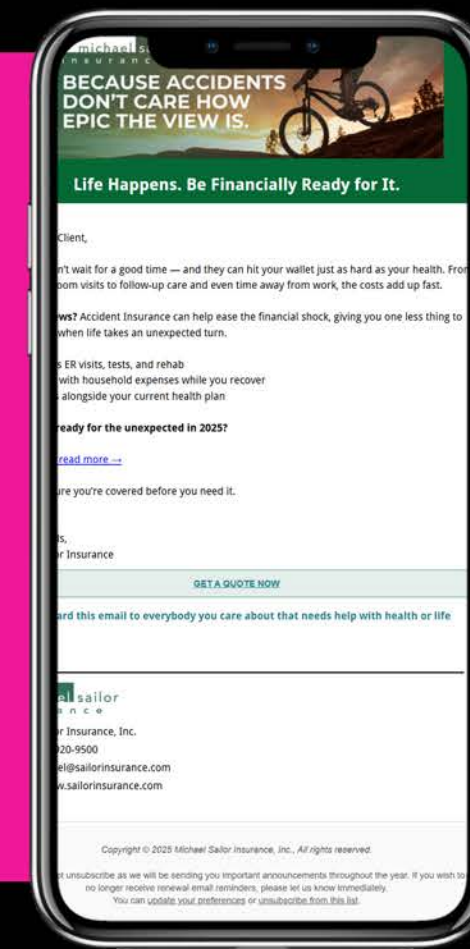
**E M A I L M A R K E T I N G**

# Email marketing before & after.

## Insurance Agency Client #1

2024 – 368 Unique clicks  
**2025 – 500 Unique clicks**

Increased monthly clickthrough rate  
**by 35.9% in 2025.**



## Insurance Agency Client #2

Increased monthly click-through  
rate **from 1% to 4.9% in 2025**



*Your Creative Marketing Awaits...*



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