

## WE KNOW INSURANCE

Today's Insurers are facing digital disruption – mobility, social media and new business models are changing the way clients evaluate and select products, submit claims and expect servicing. This has created opportunities for new entrants and pressure for existing insurers, leading to M&A and the need for innovation and transformation. From Millennial consumers to new opportunities in SMB, Insurers need to rethink traditional marketing and sales approaches, and develop new ways to identify, engage and educate prospects and customers on their value in an increasingly commoditized market. The best of the best will be powered by advanced analytics and digital customer engagement that help acquire, retain, and sell new markets and new products.



## INSURANCE BUSINESS CHALLENGES

### *Customer Acquisition*

Today, Insurers aren't adequately leveraging analytics and data to identify new potential customers. For B2C insurance, online and instant quoting makes it harder to acquire amongst the competition.

### *Customer Retention*

Lack of visibility into customer data means predictive churn signals are missed or alerted too late for marketing and sales to react. In addition, price alone is driving more consumers to competitors.

### *Cross-sell/Upsell*

Insurers are not capitalizing on the greatest asset for revenue growth; **their own customer base**. They are missing opportunities to promote new lines of business that work within the context of their current strategies.

### *Underlying Infrastructure*

Insurers are still struggling to develop the right insights from their existing data to more effectively to attract, grow and retain customers.

WHAT INSURERS  
WANT

**48%** of insurance executives say their organizations biggest opportunity in the next two years is using customer data analytics to improve underwriting, pricing and marketing.<sup>1</sup>

**Improving customer experience** is the number #1 business priority for companies pursuing digital transformation.<sup>2</sup>

*We can get you there. But how? Keep reading...*

# POWER UP

*Sales Plays,*

# BLOW AWAY

*Sales Targets*

We believe a combination of data, analytics and content is key for Insurers to more effectively engage existing customers and acquire new customers. Our solutions enable today's Insurers to capitalize on 100's of customer data points to reach higher quality prospects, ensure retention and cross-sell new lines of business.



CLIENTS



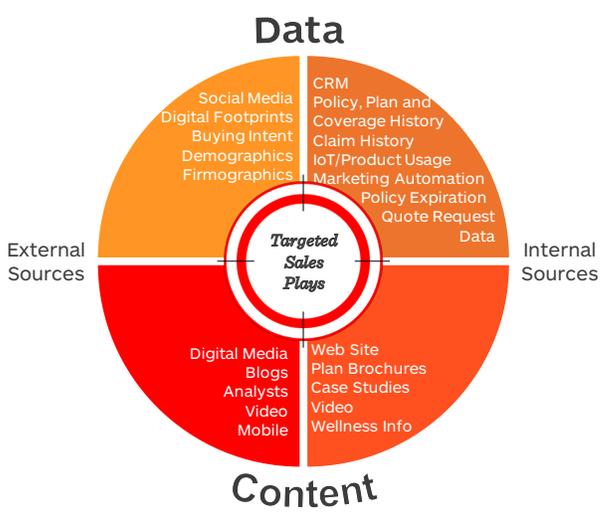
## OUR PROCESS



**AGGREGATE**  
data & content

**ANALYZE**  
data to develop highly prescriptive insights

**ACT**  
on those insights through marketing campaigns & sales plays powered by technology



- Who to target
- When to target
- What message and content to deliver

- Customer Acquisition
- Customer Retention
- Cross-Sell/Upsell



CALL US TODAY TO GET STARTED:  
**1.888.GO.TO.MKT**

1 "The Insurance Innovation Imperative," KPMG, 2015

2 "Improving Customer Experience is Top Business Priority for Companies Pursuing Digital Transformation," Accenture, 2015