

amsive

CUSTOMER-CENTRIC INSURANCE MARKETING

Transform and drive growth through
audience science.

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Insurance Marketing in Transition

Put the customer front and center as insurance technology evolves.

The Demand for Hyper-Connectivity

Today, consumers expect your brand to understand and respond to their needs as individuals, providing them with something that's unique to them at the time and place that they need it.

Consider what we know about insurance shoppers:¹

- 73%** *point to “experience” as being an important purchasing factor*
- 86%** *would pay more for a better customer experience*
- 75%** *want insurers to incorporate new technologies to improve their interactions*
- 42%** *prioritize a seamless experience across all channels*

This showcases the importance of hyper-connectivity. To be a successful insurance marketer, it's more critical than ever to provide every consumer with a personalized, digitized journey through the sales funnel and policyholder lifecycle.

¹Sources: eMarketer, PWC, SAP



The Key to Insurance Marketing Success

Being able to personalize and digitize consumer journeys requires knowledge in four key areas:

1. Know Who Your Customers Are

Today, consumers signal their individuality all kinds of ways. It's important to understand everything about them and build their journeys around signals such as the following:

- Web activity
- Life event
- In-market intent
- Approaching policy renewal
- Shopping moment
- Modeled behavior

3. Know How to Connect With Them

In today's digital economy, consumers already have access to information about insurance products and services at their fingertips. Make your message stand out by shifting focus to the outcome you'll effect, rather than the features of your offering.

2. Know Where to Find Them

It's not just about reaching consumers in the places and spaces where they are. Channels must also communicate a cohesive message and provide the same ease of connection at every stage.

4. Know the Truth About What is Working

Controlling the journey and putting consumers on a path to conversion is critical for improving marketing performance. To do so, you must continually measure and optimize every interaction.

Knowing what really matters makes it much easier to transform and drive growth with a customer-centric approach.

Deliver Value Through Connected Experiences

Create a personalized and consistent experience through the entire journey.

Orchestrating the Connected Experience

While every aspect of a carrier's business impacts the consumer experience, the part an insurance marketer can control is how to effectively execute multichannel marketing to deliver value through connected experiences.

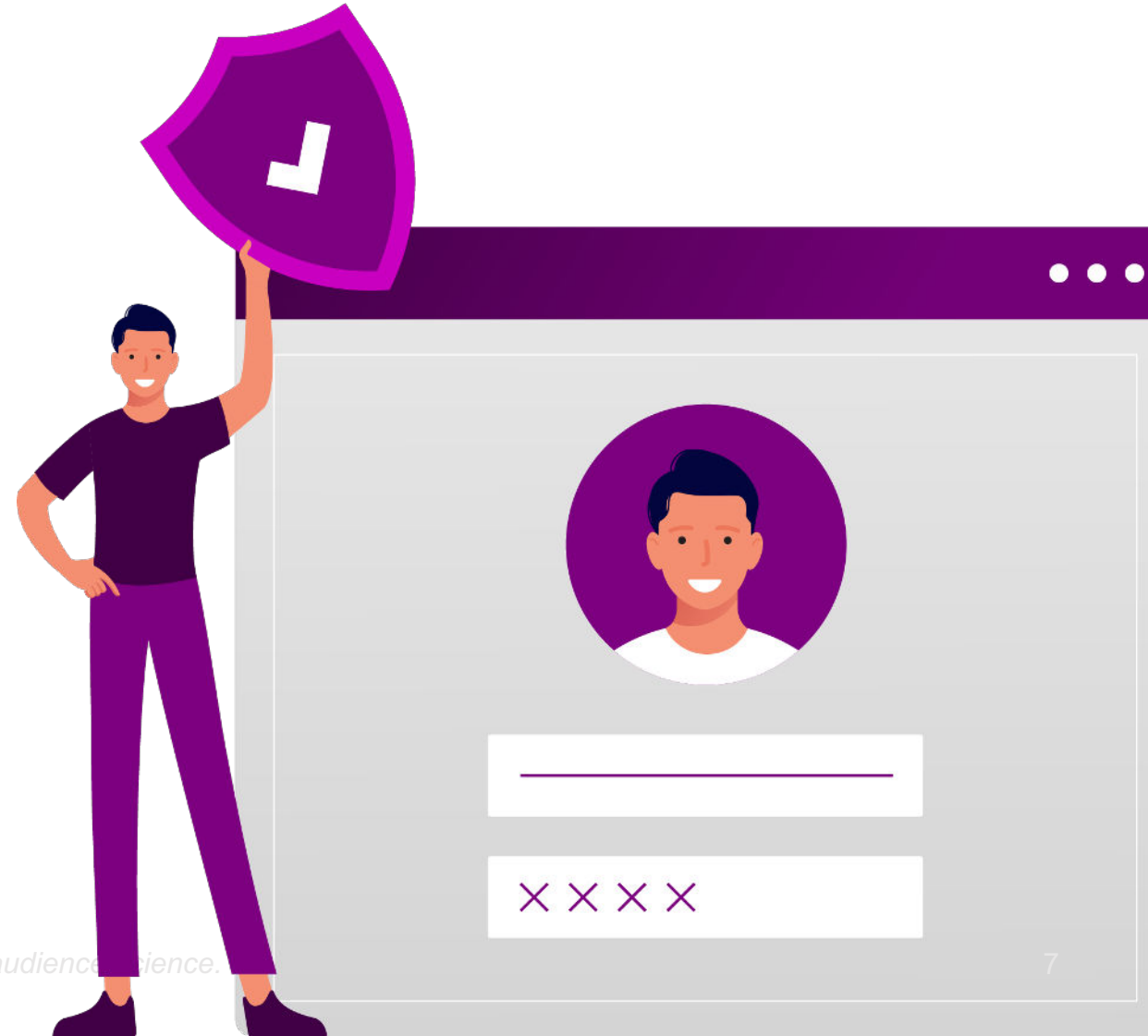
This requires leveraging data insights for personalization, as well as finding the right balance between offline and online touchpoints at every stage of the journey.



Personalization and Data Privacy

The trend is clear. Consumers want to experience a personalized, digitized journey through the sales funnel and policyholder lifecycle. However, it's imperative for carriers to balance that personalization with consumer protection and proper stewardship.

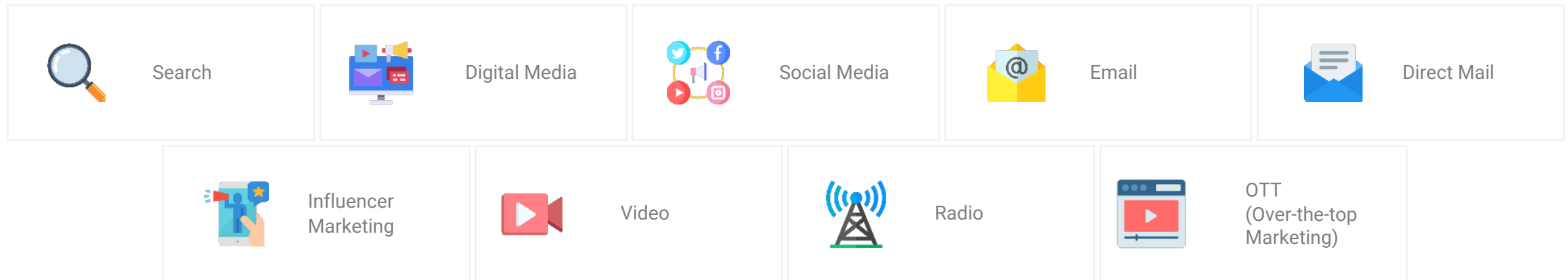
A good place to start is realizing personalization and data privacy are symbiotic opportunities, not conflicting efforts. Then, build a strong technology foundation, leverage data insights, and bring value to consumers while keeping data use in context.



The Optimal Channel Mix

Consumers engage across multiple channels. Knowing which devices they use, and how they use them, determines the best places to reach them.

Channel preference, combined with propensity scoring, can also pave the way for an optimal channel mix that might include:



Understanding how these channels work together is just the beginning. Delivering the right offer at the right time, ensuring messaging is cohesive across channels, creating simple and seamless ways to interact – all of this is important for forming positive relationships with potential insurance buyers and customers. Amsive's analysis proves a personalized, digitized consumer journey can increase satisfaction by 30%.

Advance Your Campaign Strategy

Today's consumers are active across the landscape of digital and traditional media.

Get to Work Addressing Common Business Goals

Develop marketing solutions that achieve your growth goals.

Acquire Consumers Who Are Actively Shopping or Showing Intent To Purchase Insurance

Amsive's data management platform contains over 250M consumers (18+ age), 400+ sources of online intent, and 70,000+ data points. We're able to identify and target consumers who are actively shopping or showing intent to purchase insurance. We learn from that data and deliver an offer that's unique to the consumer at the time and place that they need it, reaching them before the competition and driving them to a quote/purchase.

Onboard Effectively + Engage Policyholders

Amsive can build a custom solution that shows your new customers you understand their needs and how to keep them connected to your brand. Oftentimes, the optimal journey is personalized through data-led tactics like intent monitoring, modeling, and persona segmentation, then executed through multiple channels and touchpoints.

Take Control of Your Customer Relationships (Cross-Sell + Retention)

It costs 5x more to attract a new policyholder than it does to retain an existing one. This is why it's so important to make meaningful connections through consistent outreach. Amsive can implement the right cross-sell and retention strategies through omnichannel to enhance the journey, deepen relationships, and increase loyalty.

Build a Customer-Focused + Adaptable Campaign

Amsive's time-tested, proven methodology for building successful campaigns.

1. Define Your Audience

Customers signal their individuality in different ways—learn how to read and respond to each one. Know who your policyholders are and learn the triggers of what they buy and how they behave to understand their intent so you know what they are looking for right now.

2. Use Data to Guide Your Channel

Consumers engage across multiple channels, so you need a cohesive and consistent customer experience no matter how they prefer to engage with you. Our data platform and experienced team help you understand where they spend their time, where to reach them, and how to balance your spend by channel for the biggest impact.

3. Focus Your Messaging

Use the power of consumer insights to find your best new prospects, acquire new policyholders, retain existing policyholders, and orchestrate marketing to cross sell multi-lines of insurance more effectively. Connect with personalized, relevant offers and incentives that precisely align with the consumer's immediate interests and needs.

4. Measure Your Impact

Learn from the data you collect throughout your campaign to refine and improve your targeting to maximize your impact. Our data-driven strategies enable you to know what's working, and what could deliver more.

Why Amsive?

Strategic multichannel focus. Deep insurance marketing expertise.

Amsive Knows Insurance Marketing

Insurance marketing demands experts like ours.

The insurance landscape is changing all the time. You need a nimble, full-service partner who can quickly identify and implement the most impactful solutions.

With dedicated insurance marketing experts and impressive case studies of previous wins, our team knows how to drive transformative marketing growth for insurers.



We Offer Full-Service Performance Marketing

Insurance marketing brings a unique set of challenges that require a partner who understands both what those challenges are, and which tools to apply to your brand's particular needs.

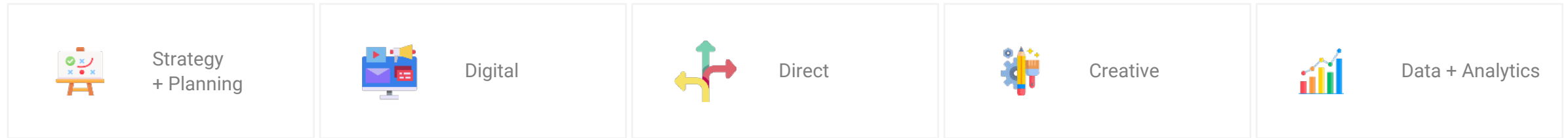
Born from the best in digital and direct, we bring together big-picture thinking and specialized execution with a foundation of powerful creative.

Whether you need all our services or just a few, we can deliver high-impact performance marketing campaigns that will help you gain and retain customers.



Big Picture Thinking. Detailed Execution.

Let's map your road to success with our industry-leading tools and services.



Here's how we can help:

- Identify insurance shopping activity or intent to purchase insurance
- Target potential insurance buyers as they signal a need
- Use superior audience science to identify and reach consumers
- Drive hyper-connectivity through online and offline channels
- Leverage persona segmentation to drive personalized and relevant messaging
- Orchestrate cohesive messaging across channels
- Deliver the right offer at the right time at every stage of the journey
- Help establish meaningful connections through consistent outreach
- Optimize campaigns to improve marketing performance
- Deepen relationships and increase loyalty
- Improve the overall brand experience

Ensure Your Brand's Success

Our team of experts has years of experience creating and implementing insurance marketing solutions for carriers of all sizes, distribution models, and product types (Property & Casualty, Life, Annuities, Commercial, Health, Specialty, UBI, etc.).

Whatever your business goals, we'll help drive transformative growth with our audience-first approach to performance marketing.





Reach out to learn more about our approach to customer-centric insurance marketing, and how to turn data insights into action. From strategy to optimization, Amsive gives you performance-focused services, solutions, and tools to know and achieve more, amplifying results for your marketing — and your brand.

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