

# Marketing Solutions for P&C Insurance

## Reach Consumers When They Are In Need of Insurance

When people move, get married, have children, become single, buy cars or undergo other key life events, their needs for property & casualty insurance increase.

For more than 10 years, Speedeon has provided end-to-end, data-driven marketing solutions for leading financial brands that identify and engage the right consumers through impactful, omnichannel communications when they are in-market for insurance and other financial services.

### Identify current and potential customers undergoing life events



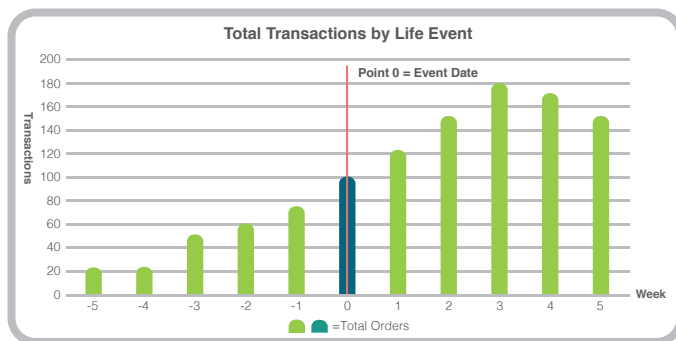
Life events increase the likelihood that a consumer may be in need of insurance.

Highly personalized communications based on triggers can increase response rates by up to 10 times<sup>1</sup> compared to traditionally-timed campaigns.

Life event-based communications can be used in a variety of acquisition, retention, or cross-sell and upsell campaigns.

## Fine-tune consumer audiences and marketing communications

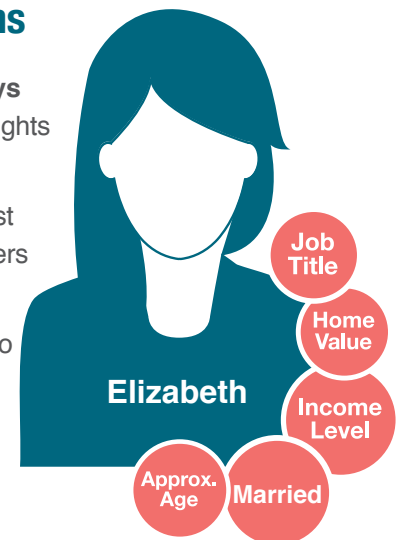
✓ **Life Event Histograms** enable brands to understand when customers are purchasing relevant to life events



✓ **Demographic overlays** enhance customer insights

✓ **Response models** identify customers most likely to respond to offers

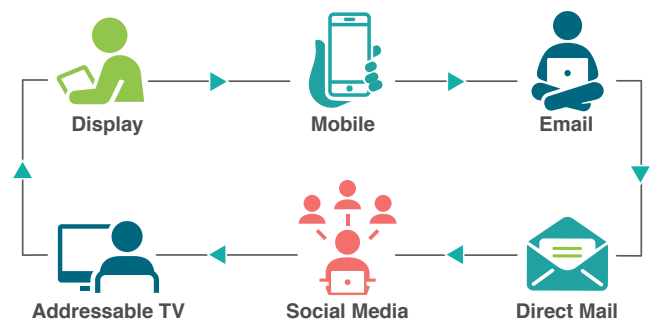
✓ **Cloning models** identify consumers who look and act like your best customers



## Reach targeted consumers through high-impact, omnichannel communications

Omnichannel marketing allows brands to meet their customers in the moment of need, based on life or behavioral triggers. This provides customers with personalized messaging and enhanced brand experiences that lead to higher lifetime value customers.

Contact Speedeon for more information about data-driven marketing solutions that are delivered on time, within budget, and that meet your marketing needs.



<sup>1</sup> McKinsey Digital