



Case Studies for Insurance



P&C Insurance Industry At-A-Glance

For P&C insurers, attracting new shoppers is getting harder. Insurtech companies are using AI and technology-driven services to offer a quick, user-friendly insurance experience, especially appealing to tech-savvy and younger consumers.

This modern approach, coupled with competitive pricing and a transparent business model, sets a high bar in customer experience and value.

Additionally, insurers are facing high combined ratios and losses in underwriting.

These factors highlight the need for a more technological and strategic approach to gaining and keeping customers.

For marketing teams, this means focusing on the most promising potential customers and spending the right amount to acquire them.

Current Situation

Missing real-time data for informed decision making

Insurance marketers face issues with data silos; information is spread across multiple departments, outside vendors, and even hundreds of different platforms. Without a complete picture, it's difficult to tailor marketing strategies effectively or to make informed decisions about resource allocation and campaign adjustments. This means insurers often buy leads in bulk with little knowledge of who they are.

Fragmented campaign management

Juggling between multiple platforms and vendors is a constant balancing act. Scattered data complicates the task of quickly tracking performance and optimizing campaigns. It can take up to a week to make even a small modification to a campaign.

Slow turnaround and dependence on IT

Integrating new partners (such as compliance, engagement, fraud, data enrichment) and modifying tactics can take weeks and months.

Misalignment between cross-organizational goals

Marketing and product operate in isolated systems, leading to a disconnect between marketing activities and achieving product-market fit.

Diminished marketing influence

Existing tech falls short in revealing the complete attribution and ROI of marketing campaigns.

Delivering Value To The P&C Insurance Industry

Shedding Light With Beacon

Meeting insurance marketers' need for data-driven lead generation, Beacon offers a comprehensive, intelligent marketing solution combining data integration, advanced analytics, and AI tools to enhance the efficiency and effectiveness of marketing campaigns, in real-time.

Holistic Funnel View

Beacon offers a holistic, detailed view of key business metrics from LTV to CAC. The platform is designed with a user interface that emphasizes ease of use and clarity, facilitating efficient navigation and management of complex data and campaign operations. Furthermore, Beacon assists in identifying and focusing on profitable market segments, while avoiding the acquisition of less profitable shoppers.

Enhanced Bidding For Optimal Lead Gen

Beacon helps you to bid the ideal amount for any given lead. Specifically, it can automatically bid for specific leads in a very granular way, following detailed rules that you set. In addition, Beacon uses machine learning to identify situations in which you are either underbidding or overbidding, offering you actionable insights to optimize your bid prices. Once Beacon offers you an intelligent bidding recommendation, you can accept it with a single click of a button.

Seamless Third-Party Integrations

To help marketing teams overcome the problem of siloed data, Beacon receives information from various third-party platforms and brings it all together seamlessly. First, Beacon enriches your company's basic digital customer acquisition data with valuable information that gives you a deeper understanding of your customer base. Then, it supplements this data with your own performance metrics, helping you to identify the most valuable prospective customers.

AI-Powered Insights

Complementing its bidding capabilities, Beacon offers you valuable insights to help you deepen your understanding of your customer base and refine your strategies accordingly. Using its AI-powered engine, Beacon analyzes large quantities of data to generate suggestions or notable findings related to specific sources, segments, states, and more. Then, you can use those insights to improve your allocation of resources and maximize your return on ad spend (ROAS).

USE CASE

Optimize Price per Lead & Price per Click

The Challenge

When P&C insurance carriers seek to optimize their lead generation budget and refine their bidding process, they run up against the following challenges:

- Difficulty in identifying profitable segments in real-time.
- Absence of real-time data for immediate bid-to-value adjustments.



The Solution

Leveraging the Kissterra Beacon **machine learning model**, carriers are able to automatically identify profitable segments.

Subsequently, they can **automate A/B testing** to assess the potential impact of different pricing on each individual campaign ROI and win-rate.

According to our internal model and projections, these are the results that can be expected:



ROI increase of 10-20% due to automatic review of all campaigns and prioritizing profitable segments.



By implementing automated A/B testing to fine-tune the bidding price, **the win rate for specific campaigns can be expected to increase by 120-130%**



A **decrease of 15-25% in cost per bind** as they avoid overpaying and instead pay the precise amount needed.

CASE STUDY

Maximize Integration with Third-Party Data Sources & Improve Lead Conversion

Kissterra

The Challenge

A leading P&C insurance carrier was looking for a more efficient way to work with third-party data sources to analyze leads and improve conversion. In the current process:

- Third-party information was received late and influenced campaigns in hindsight and not in real-time.
- Adding new data sources and vendors took months.



The Solution

Using the Kissterra Beacon **Integration Hub**, the carrier was able to integrate four external tech partners (compliance, engagement, fraud & data enrichment) within days.

The native integrations enable the carrier **to receive data from these third parties in real-time** - allowing them to quickly analyze and optimize their campaign performance.



Improved the lead-to-bind ratio by 22%, by injecting 3rd-party data (Compliance, Engagement, and more) into Beacon's smart bidding mechanism



Beacon blocked the acquisition of leads flagged by the carrier's compliance solution as bots, decreasing the number of leads acquired 14%. By investing the savings into the campaign spend, **the win rate increased 25%**.



Tested several compliance vendors and **launched a desired solution, all within days.**

*Data based on top tier carrier numbers

 Beacon

About Us

Since its inception in 2015, Kissterra has been at the forefront of redefining the insurtech landscape. Our mission is to empower companies with innovative marketing solutions and data-driven strategies that drive profitability and scale through better decisions.

Kissterra's Beacon is an intelligent marketing platform, especially designed for the insurance industry. Its core strength lies in its ability to integrate cross-organizational data, including first and third-party data, offering a unified view of customer acquisition funnels. This empowers insurance marketing teams to efficiently manage and optimize their performance marketing campaigns across various sources from a singular platform, in real-time.

At the heart of Beacon's capabilities are AI-driven insights and granular campaign analytics, designed to facilitate quick decision making and enable the targeting and conversion of high-value shoppers.

Kissterra

