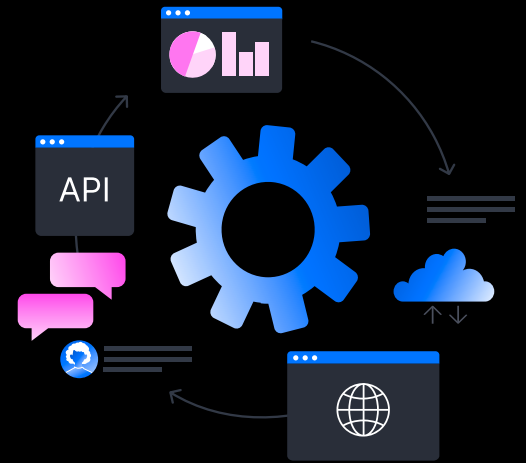


Beacon

Intelligent Marketing Platform
Driving Profitable Growth for Insurance Carriers

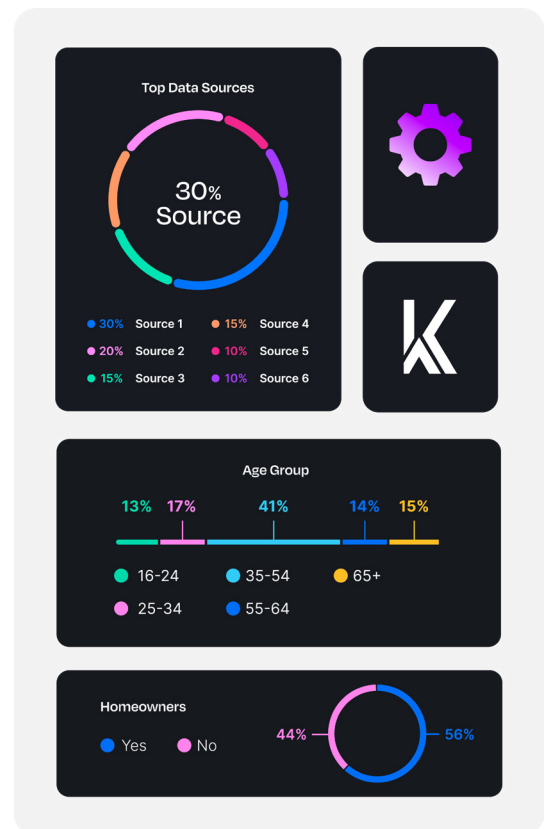


The Challenge

As an insurance marketing leader, you are responsible for growing the company by targeting and acquiring ideal customers. But in reality, you face many challenges that hinder your performance. Marketing and product teams often operate in silos, leading to a disconnect in achieving product-market fit. Current technologies do not capture the full ROI of your marketing campaigns, reducing their perceived influence. This is exacerbated by fragmented campaign management across multiple platforms, and the absence of real-time data for quick decision-making.

Beacon Solution Overview

Kissterra Beacon helps you clearly see the actual return on your marketing investments and ensure your budget is being spent efficiently. By merging cross-organizational data together with marketing campaign data, Beacon **shines a light on the direct correlation between customer acquisition costs and lifetime value**. Backed by AI-driven insights and granular campaign analytics, it allows you to take quick actions to optimize your campaigns and unearth hidden growth opportunities lurking beneath the data.



Key Benefits



Drive Profitable Growth

Leverage AI-based insights to identify profitable segments and boost win rate.



Manage Campaigns in Real-Time

Leverage real-time data to make quick decisions, target and convert high-value shoppers.



Reduce Customer Acquisition Cost

Automatic AI-based bidding optimize your bidding across all campaign sources.



Quick Time to Value

Out-of-the-box integrations enable you to rapidly launch marketing platforms and third-party vendors and stay ahead of the curve.

Illuminating Insurance Carriers' Path to Success from Customer Acquisition to Lifetime Value

Holistic Funnel View

Integrate cross-organizational data and insights on a single view. Enabling marketing and product teams to refine customer acquisition strategies effectively.

Tangible Marketing Impact

Demonstrate the ROI and overall effectiveness of your marketing spend.

Robust Campaign Management

Manage all lead generation campaigns across all channels from a single platform.

Real-time Data

AI-powered insights and granular campaign analytics to make quick decisions, target and convert high-value shoppers.

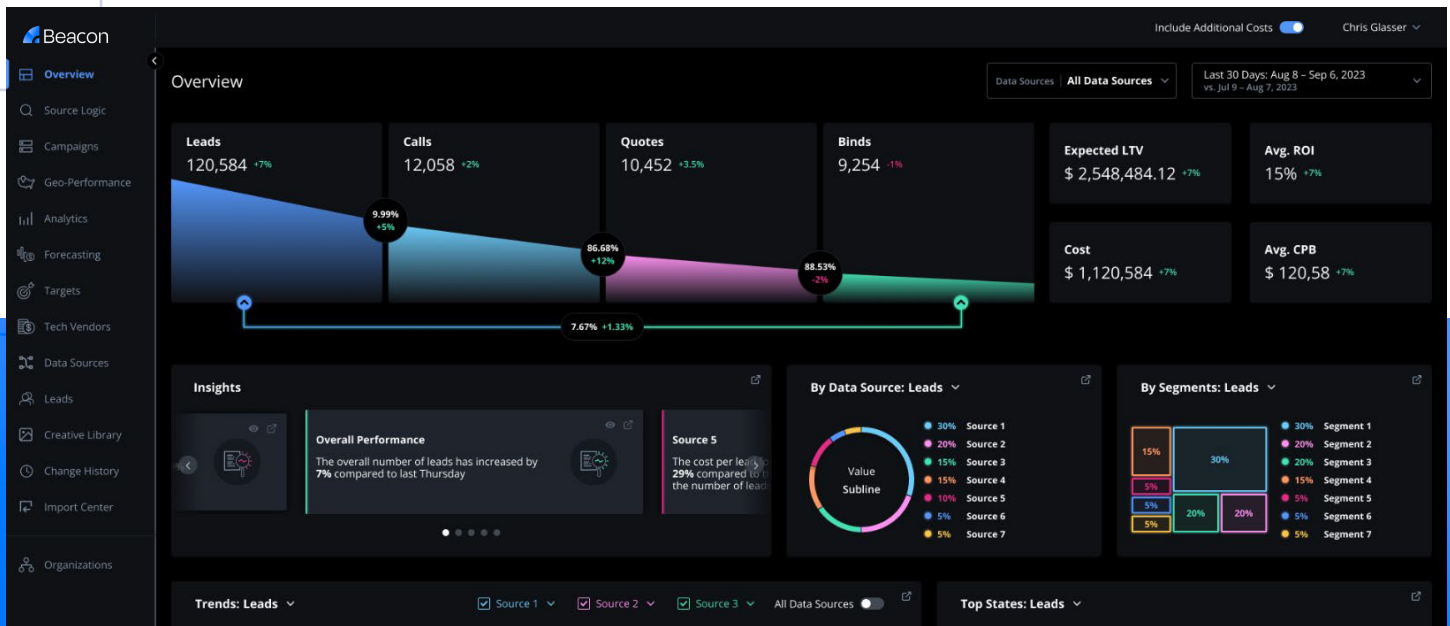
Enable Growth

Automatically identify growth opportunities to gain market share.

Business Agility

Adapt quickly to market conditions, test new tactics and reduce time to market with native third-party integrations.

Holistic view of the customer acquisition funnel from lead-to-bind-to-LTV



“ Leveraging Beacon’s AI-based insights we pinpointed a growth opportunity and witnessed a remarkable 42% increase in lead-to-bind ratio. ”

Top 5 US insurance carrier, multi-car renters’ segment, Sep-Oct 2023