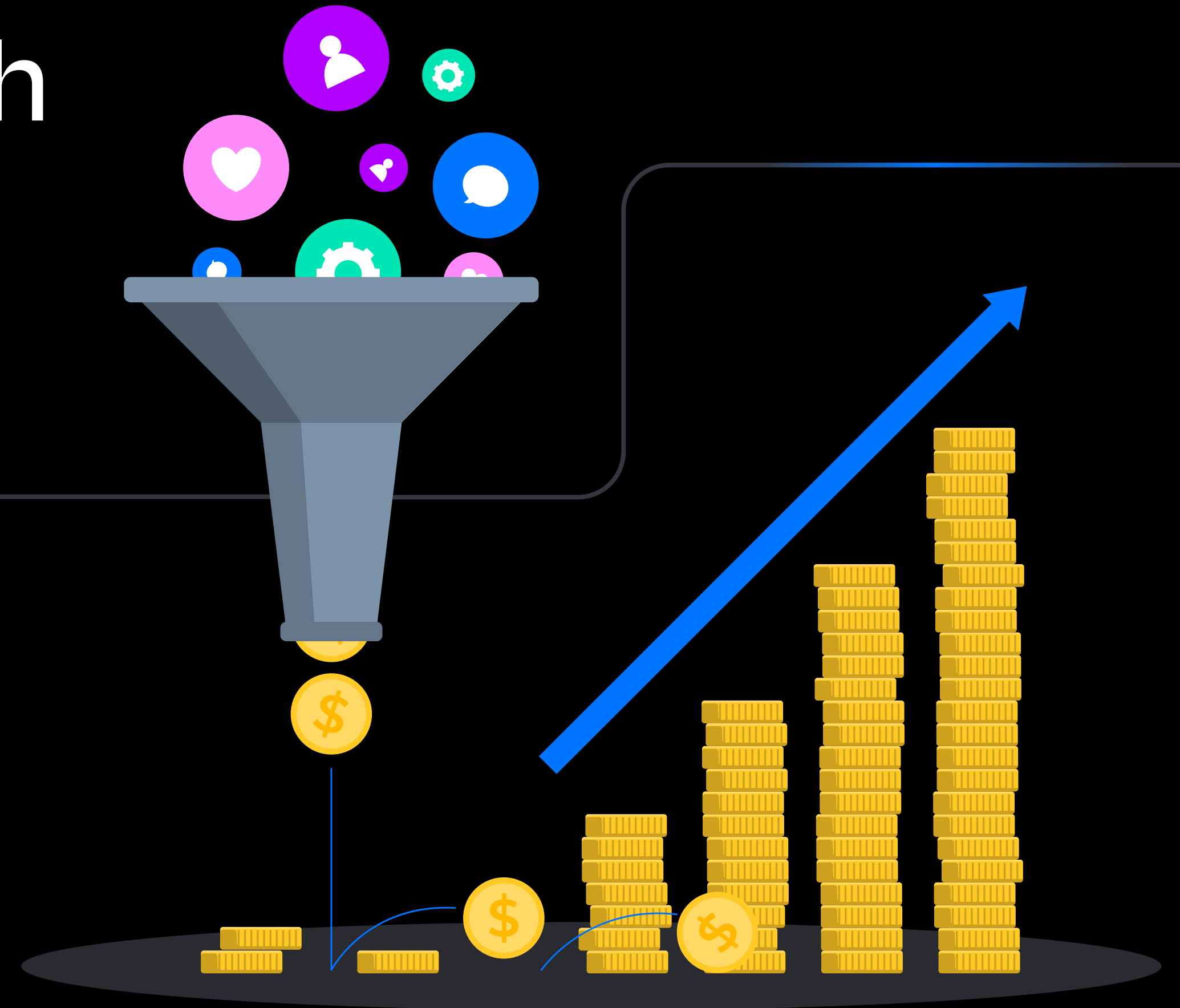


An Insurance Marketer's Guide

Boosting Profitable Growth Through Data-Driven Lead Acquisition

How to Tap Into the Power of Data, AI, and Automation to Attract High-Value Customers

Kissterra



Introduction

In the rapidly evolving landscape of the US insurance market, Property and Casualty (P&C) carriers are at a pivotal juncture. While financial indicators like combined ratios show signs of improvement, signaling potential for better profitability, the industry is grappling with intensified competition and the lasting impacts of the pandemic.

These changes have shifted consumer expectations and fast-tracked the need for digital transformation across the board. As Karl Hersch, US insurance Sector Leader at Deloitte, aptly points out, we are at a post-pandemic inflection point, presenting a unique opportunity to [reset the insurance business narrative](#) and its value proposition to other sectors.

In this context, the imperative for insurance marketers is not just to adapt but to proactively lead through innovation in lead acquisition strategies. The goal is to drive profitable growth by focusing on attracting and retaining the most profitable customer segments.

However, this task is complicated by the fragmented nature of data resulting from reliance on various departments, external partners, and disparate systems. This fragmentation hinders marketing's ability to make swift, informed adjustments to lead acquisition strategies.

Enter Kissterra Beacon, the first marketing OS for insurance marketers that aims to address these challenges head-on. Designed to provide a comprehensive overview of your marketing campaigns and facilitate real-time optimization, Beacon empowers marketing teams with the data and insights needed to improve marketing performance and play a significant role in guiding their company's strategic direction.

This whitepaper explores the potential of Beacon's data-driven approach to transform lead acquisition practices and drive profitable growth for P&C insurers.

Keep reading to learn:

- Why is having real-time visibility more important now than data before for insurance marketers?
- How can Beacon help you use both business and marketing data to identify and target the most promising potential customers?
- In what ways can you use Beacon's capabilities to improve your lead generation strategy and maximize your ROI?
- What kind of impact can you expect Beacon to have on your profitable growth and on your marketing team's status within your company?

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Why Real-Time Data Is Essential for Insurance Marketers, Now More Than Ever

For P&C insurers, attracting new shoppers is getting harder. Today's insurtech companies- are using technology-driven solutions to offer a quicker and more user-friendly insurance experience that is appealing to young and tech-savvy consumers. This modern approach, coupled with competitive pricing and a transparent business model, sets a high bar for customer expectations.

Additionally, insurers are facing high combined ratios and losses in underwriting. In 2022, U.S. P&C insurers experienced **underwriting losses of \$26.9 billion** – more than six times the figure for 2021, and the highest in over a decade – as reported by Verisk and the American Property Casualty Insurance Association (APCIA).

As a result, insurers need a more technological and strategic approach to acquiring customers, retaining them, and allocating budgets efficiently. For marketing teams, this means focusing lead generation campaigns on the most promising potential customers and spending the right amount to acquire each customer. That's a far cry from the status quo, in which **insurers often buy leads in bulk with little knowledge of who they are.**

The key is gaining clear insights from both business and marketing data and using them wisely. Insurance marketers need to deepen their understanding of their customer segments to realize the potential of each segment. Just as importantly, they need up-to-the-minute data on how their campaigns are performing to optimize them in real time.



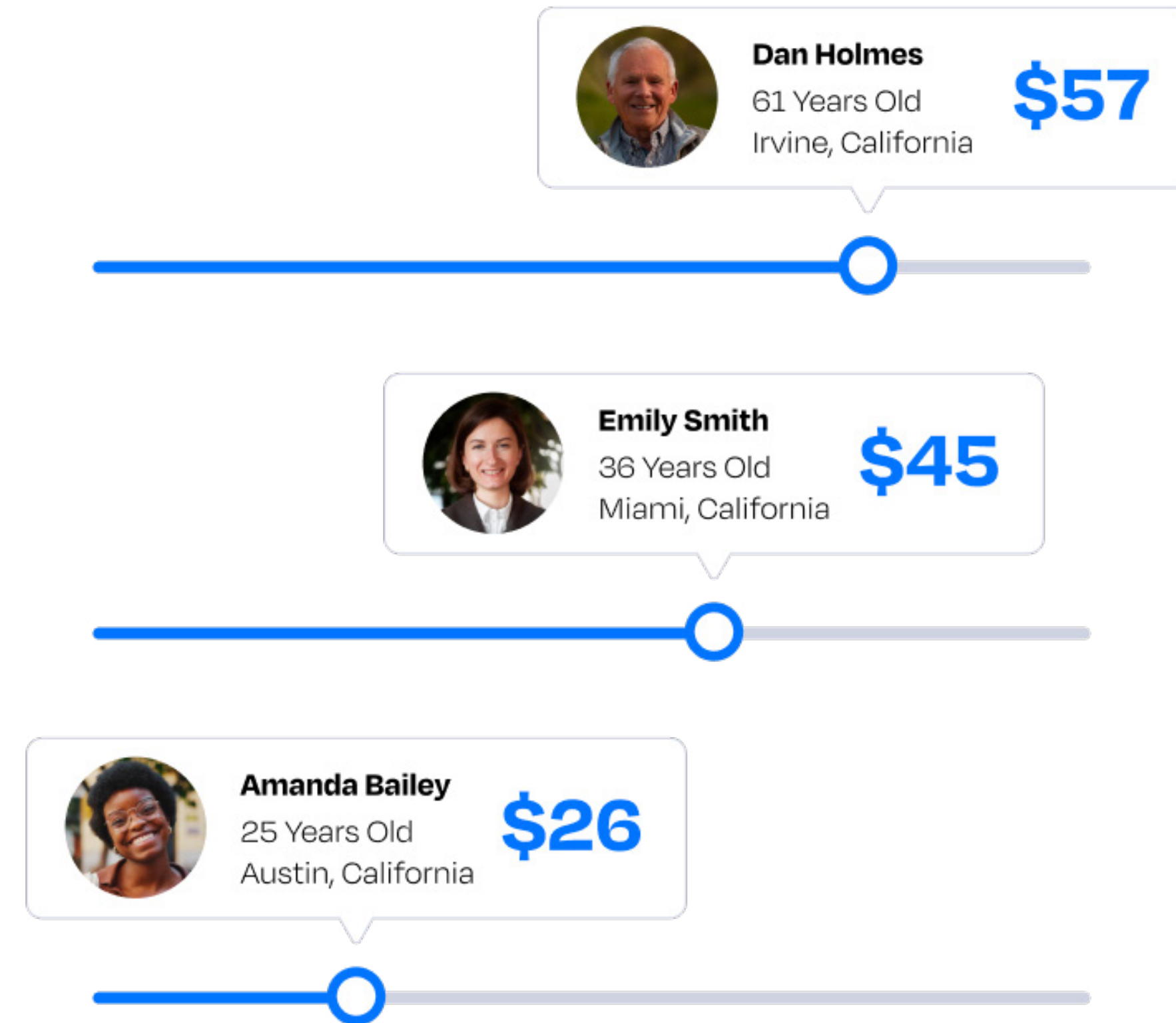
The Challenge of Maximizing Your LTV to CAC Ratio

Two crucial metrics for insurance marketers to keep in mind are customer acquisition cost (CAC) and customer lifetime value (LTV). By improving the ratio of LTV to CAC, they can help their companies boost their overall profitability.

For example, consider an insurer who identifies two customer segments: one with high LTV but also high CAC, and another with lower LTV but much lower CAC. The former might represent long-term, high-value clients who need more personalized marketing, while the latter could be more responsive to cost-effective digital campaigns. This distinction is crucial for allocating marketing budgets efficiently.

The difficulty for insurance marketers is getting up-to-date data on CAC and LTV. They are often hampered by data silos, with customer information spread across multiple departments, outside agencies, and potentially hundreds of different platforms. That leaves them without a complete picture of the customer journey – making it especially hard to tailor marketing strategies, allocate resources well, and manage campaigns effectively.

To manage your lead generation campaigns successfully, you need more comprehensive, real-time visibility into the entire funnel, from lead to bind to LTV.



Using Beacon to Enhance Insurance Marketing With Real-Time Data

Kissterra Beacon marketing orchestration platform breaks down data barriers for insurance marketers, providing a holistic and centralized view of the entire customer funnel. By delivering granular, real-time analytics, Beacon can help you optimize your customer acquisition activities and improve your LTV to CAC ratio.

At the heart of Beacon's approach to enhancing visibility is its [Integration Hub](#). This hub leverages business and marketing data from various third-party sources (compliance, engagement, fraud, data enrichment, and more). By combining this information, Beacon helps you understand the actual cost per lead and how it's affected by your tech partners. You can then use this information to allocate your marketing budget in ways that will maximize your return on ad spend (ROAS).

Beacon's integration with various data sources provides a level of granularity that was previously unattainable. Marketers can now understand the nuances of their campaigns, from the performance of different agencies to the effectiveness of specific marketing channels. This detailed insight allows for more informed decisions, helping ensure that every dollar spent is aligned with the marketer's strategic objectives.

Beacon also provides you with deep insight into customer preferences, market trends, and campaign effectiveness – intelligence that can help you gain a “seat at the table” in making your companies’ strategic decisions. This can lead to improved collaboration with colleagues including actuaries and product development teams, giving you a new opportunity to align your marketing strategies with actuarial analysis and product innovation.

22%

The improvement in lead-to-bind ratio that one leading insurer saw, after starting to use Beacon's Smart Bidding capability in conjunction with its Integration Hub.



Taking Control of Your Campaign Management

Beyond providing enhanced visibility, Beacon lets you take the lead when it comes to managing your marketing campaigns, no matter whether you're working with agencies or handling your campaigns in-house.

With all aspects of campaign management in a single platform, your team can see the entire scope of your campaigns at a glance – from early-stage lead generation to final conversions.

Beacon also enables real-time adjustments and strategic shifts, helping you improve the performance of your ongoing marketing efforts. Because market conditions and customer behaviors can shift, **Beacon allows you to respond rapidly by adjusting bids, refocusing your targeting, and redirecting resources on the fly.**



Beacon provides you with a holistic overview, from lead to bind to LTV.

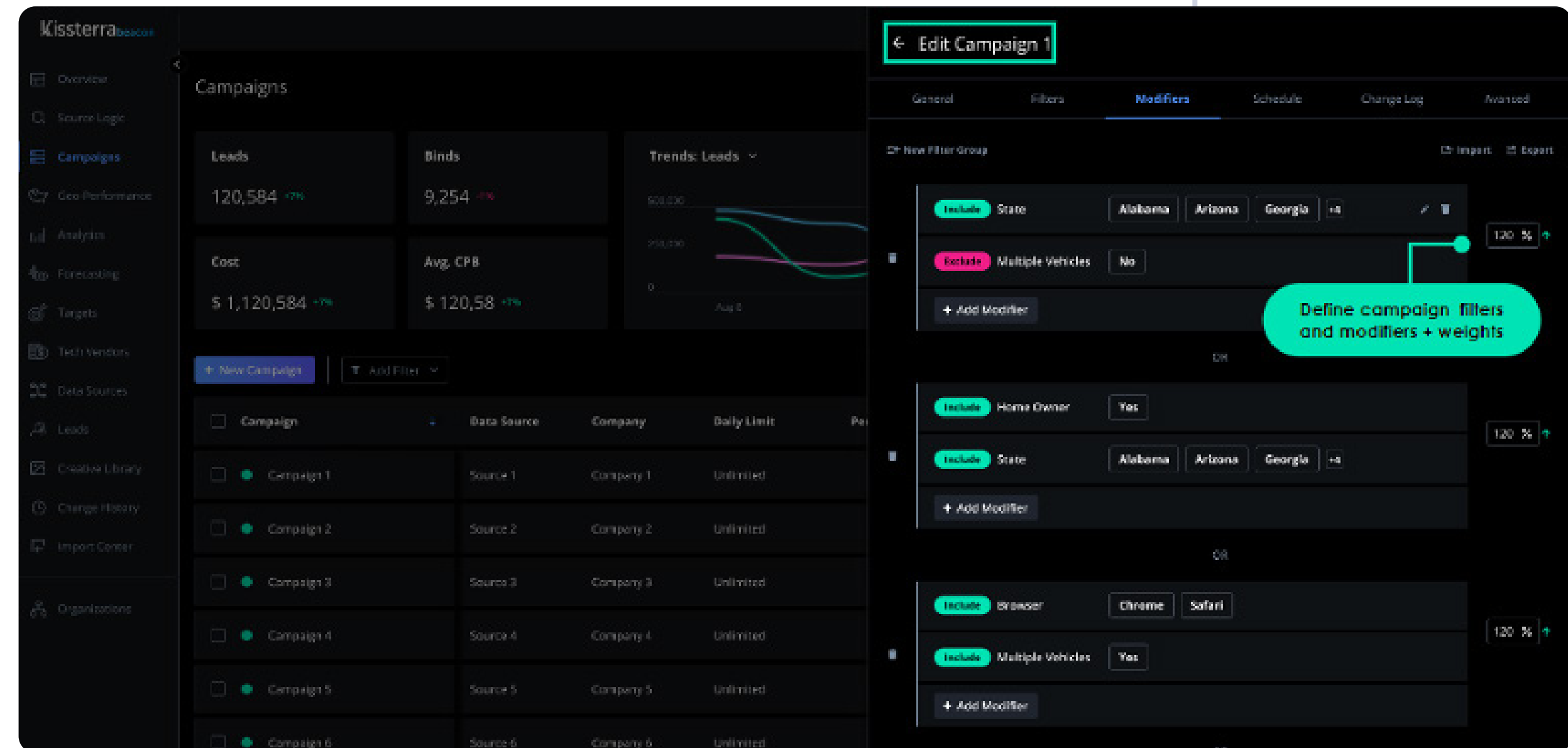
Driving Profitable Growth Through Data-Driven Lead Gen

Beacon not only collects and analyzes data, but also offers AI-driven tools for optimizing your resource allocation. Here are three ways you can use Beacon to boost the effectiveness of your lead generation campaigns:

1 Making Informed Targeting Decisions With Smart Bidding

Once you understand the LTV of your potential customers, your next step is to decide how much you're willing to pay for each lead. That's exactly what Beacon's Smart Bidding capability lets you do.

With **Beacon Smart Bidding**, you can easily craft a granular strategy for allocating your marketing budget. Instead of relying on external agencies or manual processes for managing ongoing lead gen campaigns, you can use Beacon to automatically set bids for leads based on rules you set and Beacon's real-time data.



Beacon Smart Bidding lets you add modifiers and weights to target your ideal shopper.



Pro Tip

By adjusting your bidding strategy to increase your LTV/CAC ratio, you can help your team bid the optimal amount for each lead.

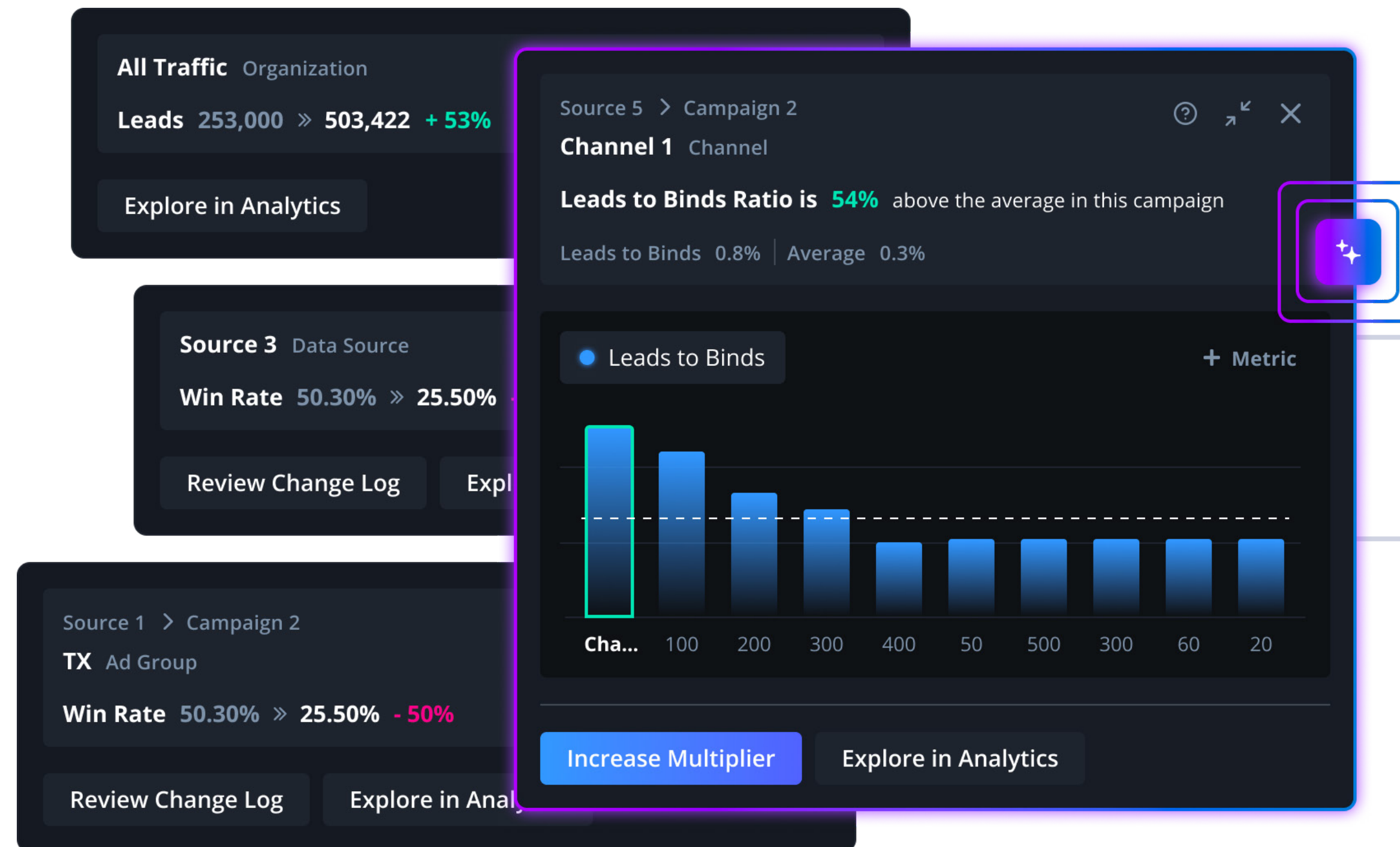
2 Using AI-Driven Recommendations for Strategic Decision-Making

Going beyond the rules-based approach of its Smart Bidding capability, Beacon uses machine learning to generate valuable insights that might otherwise be overlooked. The Beacon AI Insights feature offers you a comprehensive overview of your marketing efforts, including cross-campaign behaviors across various states, channels, contact center activities, and more.

It's important to keep these insights in mind, as they can help you make strategic, informed decisions swiftly.

One effective way to use these insights is to consider them when setting rules for Beacon Smart Bidding to follow. This way, you can create an educated bidding strategy to maximize your LTV/CAC ratio.

Beacon's insights also extend beyond bidding, and you can use them to deepen your understanding of your target audience.



48%

The increase in win rate that one top insurer saw for a particular segment – while also enjoying a 10% drop in cost per bind within that segment – after modifying its bidding in light of AI-driven insights from Beacon.

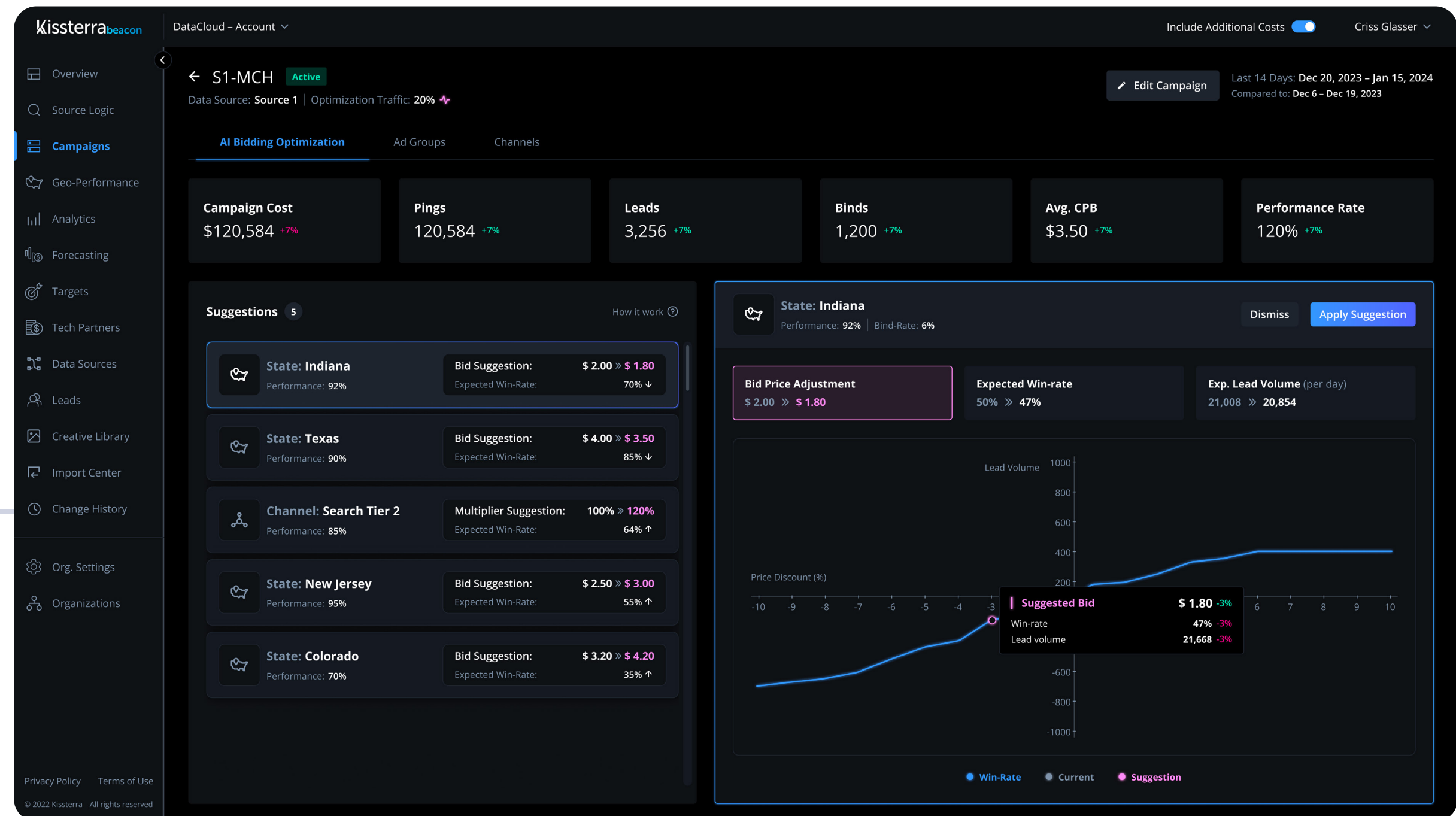
3 Bidding the Optimal Amount, Based on Machine Learning

One of Beacon's most groundbreaking features is its AI Bidding Optimization capability. This tool operates continuously, scrutinizing every campaign's performance and pinpointing those that are underperforming or have untapped growth potential.

Based on its findings, **Beacon AI Bidding Optimization** provides you with actionable, real-time recommendations to help you bid the optimal amount for each lead – enough to be competitive, while keeping costs in check.

[Watch to see how Beacon AI Bidding Optimization works.](#)

Beacon's user-friendly interface allows you to easily accept any recommendation with a single click. By using this feature to avoid both underbidding and overbidding, you can steer your campaigns towards increases in ROI.



Beacon AI Bidding Optimization gives you real-time recommendations to boost your ROI, which you can implement with a single click.



Publishers and even marketplaces that sit in as the middleman will happily take our spending a \$100 per click, and we could be getting that same click for \$15 dollars. Us being able to recognize that and make sure we are paying just enough, but not too much – it's just huge!"

A top-tier U.S. insurance carrier

Conclusion

In this guide, we've explored why today's increasingly competitive insurance landscape calls for enhanced visibility, greater control, and AI-powered lead gen optimization to drive profitable growth.

In light of the challenges insurance marketers face, here's an overview of how you can expect Beacon to impact your marketing team and its performance.

Situation without Beacon	Benefit Offered by Beacon	Situation with Beacon
Getting a stack of leads of unvalidated quality.	ENHANCED VISIBILITY	Having full visibility into the performance of your affiliates, with extreme granularity.
Analyzing your campaigns' results and drawing conclusions after the fact.	REAL-TIME ACTIONABILITY	Actively optimizing the performance of your campaigns in the moment.
Relying on third-party agencies and affiliates to adjust campaigns.	INCREASED CONTROL	Managing and controlling all your affiliates as if they were your team.
Playing only a supporting role, as other departments determine the company's strategy.	A SEAT AT THE TABLE	Gaining clout within your company by developing and sharing deep insight into profitable customer segments.

About Kissterra

We're Kissterra. A visionary SaaS company born from years of expertise in lead acquisition for the insurance industry. We created Beacon, the first marketing orchestration platform for insurance marketers, designed especially for the P&C insurance sector.

Beacon illuminates cross-organizational and affiliate data, offering unparalleled insights and a sophisticated CAC to LTV model for real-time campaign optimization.

Our mission is simple: to drive profitable growth for insurance carriers by giving them utmost visibility and control over their marketing efforts.

[Request a Demo](#)

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