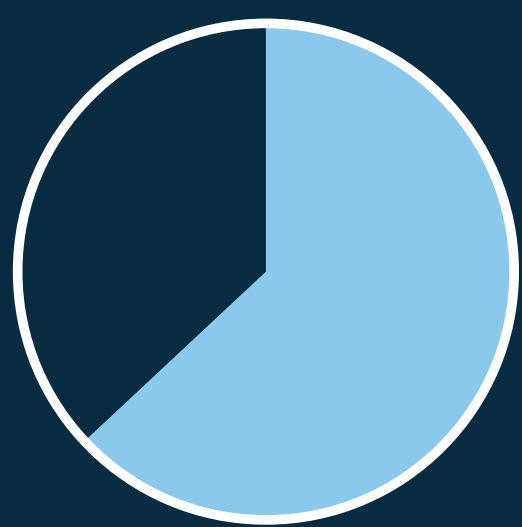


the digital revolution in INSURANCE MARKETING

Creating digital marketing campaigns for policy holder acquisition and retention has never been more important, but many insurers aren't yet leveraging marketing technologies to meet and exceed their goals.



63%
OF INSURERS
claim they're
prepared for
DIGITAL
transformation



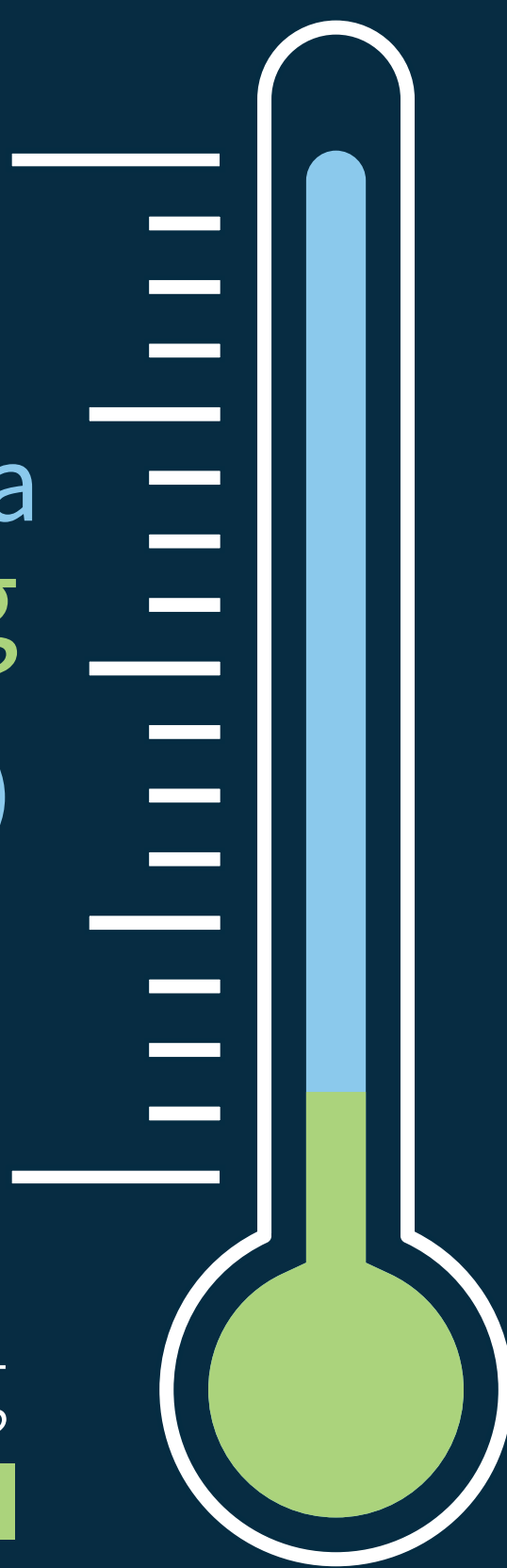
BUT ONLY
23%
ARE READY
to make the leap

2 OUT OF 5 
INSURERS
don't have a digital strategy covering
each phase of the customer journey

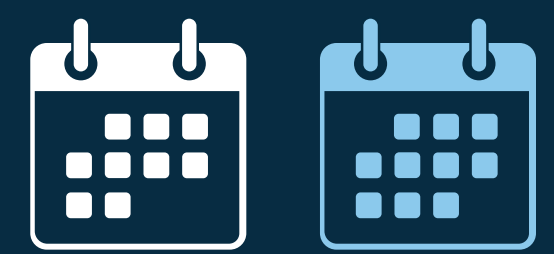
93%
ARE USING
social media
marketing



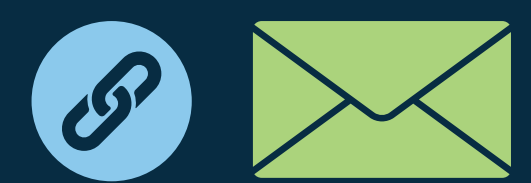
BUT ONLY
36%
are measuring
SOCIAL ROI



ONLY
30%
OF CARRIERS
have multi-year
INVESTMENT
PLANS



TO SUPPORT
DIGITAL



the time to adopt a **digital-centric marketing** approach is now:

71%
OF INSURANCE
CONSUMERS



ARE USING
DIGITAL
channels





as part of the
BUYING
CYCLE

the average consumer
VIEWES 11.4
PIECES OF CONTENT

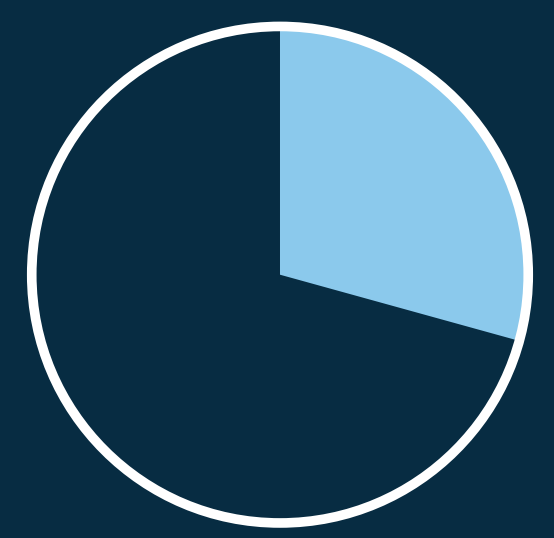


BEFORE MAKING A
purchase

90% OF CONSUMERS
find custom
CONTENT    
useful and **ENGAGING**

BRAND
awareness
contributes

29%
of influence



IN A SHOPPER'S
DECISION
to purchase
INSURANCE



insurers and brokers who invest in **marketing automation** can:

convert
more prospects






into policyholders

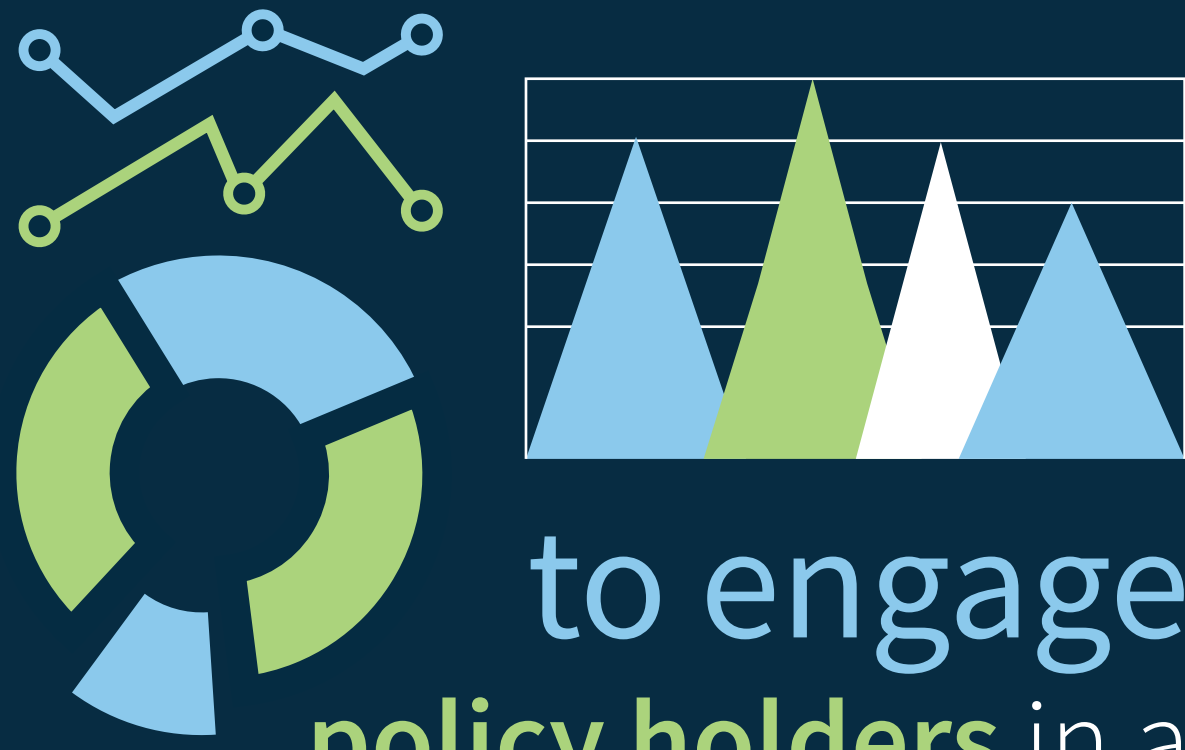
improve
RETENTION
rates



and brand
LOYALTY

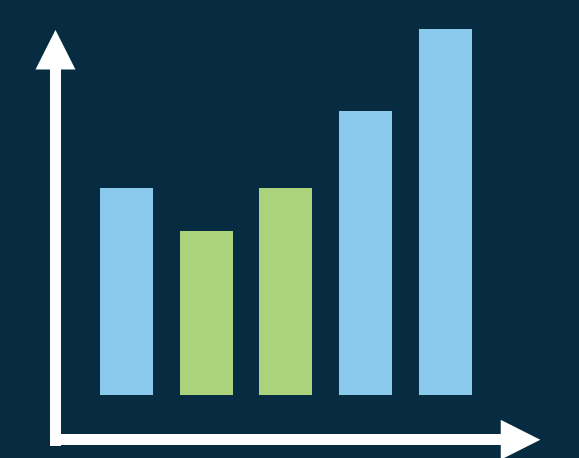
increase the amount of
MULTI-POLICY 
and combined
policyholders  

LEVERAGE DATA



to engage
policy holders in a
PERSONALIZED WAY

TRACK,
measure
ROI



AND IMPROVE
marketing
EFFORTS



with
ANALYTICS

Ready to transform your **digital marketing** efforts and rise above your competitors?
Let us show you how Act-On can help you take full control of the customer journey.

[Learn more.](#)

