Insider × GENERALI

SUCCESS STORY

How Generali reduced the sales cycle length by 20% with cross-channel lead scoring

Lead Collection   **Architect**   **Web Suite**

3X increase in leads

20% reduction in sales cycle length

"

We turned to Insider for help improving onsite engagement, and the incredible team fixed our whole sales funnel. Our lead collection rate is higher since implementing Insider's onsite personalization capabilities, and our lead quality has improved due to Architect. Both have impacted our sales and revenue, and we couldn't be happier."

Senior Performance Marketing Specialist

GENERALI

Executive summary

Generali's marketing team faced lead generation challenges due to a poor onsite experience, leading to a high bounce rate and fewer sales opportunities. To address onsite engagement, Insider suggested the insurance company integrate Insider's CDP with their CRM to power customized overlays and banners to capture more leads. Insider then developed a bespoke lead scoring system based on online behavior to address lead validation inefficiencies. Using Insider's Architect, Generali segmented leads and delivered targeted promotions, decreasing the sales cycle length by 20%.

About Generali

Generali is one of the largest insurance and asset management providers in the world. Established in 1831, it serves 68 million customers in over 50 countries. In recent years, Generali underwent a major strategic reorganization that led it into a new phase based on more efficient business models and innovative commercial strategies to become a stronger, more global brand presence.

Trust by 1,200 global brands

SAMSUNG   GAP   L'ORÉAL   Santander   Virgin   TOYOTA   MAC

Book a demo

3X increase in lead generation with Insider's Web Suite

The challenge

The Generali marketing team's top priority was collecting leads to pass over to the sales team. However, Generali's poor onsite experience meant it wasn't collecting as many leads as needed. A high bounce rate meant fewer sales opportunities, which was impacting its bottom line.
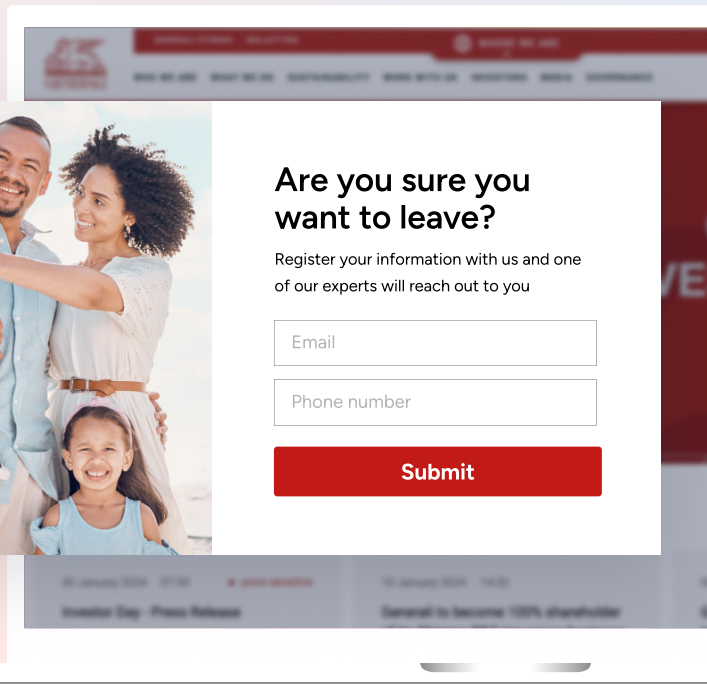
The solution

Generali integrated its CRM with Insider CDP to collect data on visitors' online behaviors and interactions in a single platform. It then used customized Exit Intent Overlays to encourage those leaving the site to submit information. The team also rolled out customized banner campaigns to promote each customer's recently viewed products and services to encourage customers to find out more.

> "
>
> We couldn't believe how quickly Insider integrated with our CRM and got everything up and running. We spent so many years avoiding integration, but the Insider support team walked us through every step of the way, and we can now personalize our whole onsite experience."

Senior Performance Marketing Specialist

Are you sure you want to leave?

Register your information with us and one of our experts will reach out to you

Email

Phone number

Submit

The results

3X
increase
in leads

New to buying life insurance?
Learn more about rates and how to customize a policy to your needs.
www.generali.com

Get a life insurance quote

Wait for 1 day

Need help selecting what's right for you?

G Generali

Hi Anita,

If you're wondering what type of life insurance is out there, you're not alone. Get trusted advice on your options from a licensed expert with a free, no-commitment consultation. Learn more about the differences in cost and coverage between universal, term, and multi-service plans.

Get consultation for FREE

Wait for 1 day

GENERALI
Sponsored ·

Nearing retirement? Learn more about life insurance rates and policies to better plan and enjoy retirement.

www.generali.com   GET FREE A QUOTE

👍 Like   💬 Comment   ↪ Share

Building a bespoke lead validation journey with Insider to boost sales

The challenge

Generali's current lead validation process was nonexistent. Sales teams would waste valuable time contacting customers with low or no interest in their services. The team needed a quick way to validate leads and drive sales while boosting efficiency.

The solution

Insider's local support team worked with Generali to build a bespoke lead-scoring project. Each lead is evaluated based on their behavior on the website—every time they interact with a web page, they accumulate points in the system, reflecting their level of interest. The more pages a customer visits, the higher their score, enabling Generali to gauge the value of each lead. This allowed the sales team to focus on leads with the highest priority.

Generali then uses Architect to segment leads depending on their score and send them relevant promotions and offers across SMS, email, and Web Push. This data is also sent back to Generali's CRM via API so that the sales team can view the lead's personal information and their score, enabling the team to prioritize the hottest leads and boost sales.

"

We've successfully addressed our challenge of verifying customer information. With everything automated, Insider has helped us enhance work efficiency and significantly improved business results thanks to our high-quality leads."

Senior Performance Marketing Specialist

GENERALI

The results

20%
reduction in sales cycle length

Summary

Insider has gone above and beyond for us, not only with its platform and features but also with the dedicated local support team and their extensive expertise. Our whole sales cycle has been transformed, and we have so much to thank Insider for."

Senior Performance Marketing Specialist at Generali

Looking ahead

Generali's next step will be to leverage the lead-scoring solution even further by segmenting the low-score leads and building a nurture and reactivation plan that reengages them.

Favorite feature
Architect

From verification to lead scoring, the company loves Architect's convenience and automation.

About Insider

Insider—a single platform for building individualized, cross-channel experiences—enables enterprise marketers to connect customer data across channels and systems, predict their future behavior with an AI intent engine, and individualize customer experiences. Marketers use Insider's platform to deliver consistent and engaging experiences across channels like Web, App, Web Push, Email, SMS, and Messaging Apps (WhatsApp, RCS).

Insider recently unlocked unicorn status and was congratulated by NASDAQ for becoming one of the few woman-founded, women-led B2B SaaS unicorns in the world. Insider was named a Leader in the Gartner Magic Quadrant for Personalization Engines 2022, The Forrester Wave for Cross-Channel Campaign Management 2021, and IDC MarketScape: Worldwide Customer Data Platforms Focused on Front-Office Users 2021-22 Vendor Assessment.

Book a demo

SAMSUNG   GAP

Virgin   TOYOTA

MAC   L'ORÉAL

CNN   Santander

useinsider.com | info@useinsider.com