

INSURANCE

Marchex

# Convert more prospects to policy holders

**Lower acquisition costs and improve agent performance.**

Insurance companies heavily rely on inbound phone calls to drive new business. For example, one leading provider of insurance products with more than 10,000 agents in the U.S., wanted to increase the number of qualified calls its digital marketing programs generated.

Marchex provided an end-to-end solution that combined a digital ad network powered by our call analytics technology and customized campaign optimization expertise. This drove a 170 percent increase in new quotes from inbound calls with the highest intention to convert.

Marchex call analytics technology and services can provide deep insights into who called, why they called and what made them convert, helping your insurance business to increase quotes, customer satisfaction, and drive revenue.

## Drive more quotes

Close a higher percentage of existing traffic with total insights into how phone calls are driving revenue. Marchex helps connect media to calls so you can see what channels are working. By understanding why people call, you can field calls appropriately and acquire more enrollments.



Insurance businesses rely on Marchex to drive new customer calls, identify where calls originate, and learn the outcome of those calls.



**PROGRESSIVE**

## Hear what happens on your calls

Marchex uses natural language processing to learn what a caller is saying during a call, the intent of the caller, the skills of the sales associate, and ultimately the outcome of the interaction—whether that's a quote, an appointment, or a missed opportunity. Use these insights to train your agents to ensure a positive caller outcome.

## Acquire high-quality leads

Lower acquisition costs by buying the best media that targets prospects looking for a quote.

According to a recent [study by Forrester](#)<sup>1</sup>, phone customers spend more, are quicker to buy, and are more loyal. If your insurance business isn't leveraging the insights waiting in its call data, your business may have a blind spot that may be impacting your bottom line.

With Marchex, insurance companies are identifying meaningful opportunities to gain new customers, drive quotes, and improve the customer experience. Learn why the largest brands in the insurance industry use Marchex.

To learn how Marchex can help your insurance business close more phone traffic, visit [Marchex.com](http://Marchex.com).

<sup>1</sup> Forrester: Pick up the Phone: Your Best Customer is on the Line ([www.marchex.com/blog/phone-customer-best-customer/](http://www.marchex.com/blog/phone-customer-best-customer/))