

# DIALOGTECH FOR INSURANCE PROVIDERS

## Optimize Your Marketing to Drive More Calls that Convert to Policies

### Callers Are the Best Insurance Leads

Even in today's digital world, speaking with an agent or provider over the phone is a critical step in the insurance shopper's customer journey. While the majority of insurance research takes place online, insurance shoppers often convert offline by calling.

Only **25%** of Insurance Shoppers Who Research Online Buy Online



**50%**

buy offline by contacting a local agent



**22%**

buy by calling the insurance call center

### Generate More Calls, Customers, and Policy Sales with DialogTech

DialogTech's call attribution platform provides insurance marketers with complete visibility into how your digital advertising, website experiences, and offline campaigns drive inbound calls:

- Prove the full impact of your marketing and website on generating policies
- Invest in local and national campaigns proven to drive calls and customers
- Convert more callers to customers by personalizing each caller's experience using their data

### Data and Insight for Every Caller from Your Marketing

#### Media Attribution

Optimize media spend for the marketing channels, campaigns, ads, keywords, and other marketing interactions driving not just calls, but policies.

#### Website User Experience

Gain insights into each visitor's path to calling, including their entry page, policies and services viewed, and conversion page. Optimize the website experience to drive more calls.

#### Conversation Analysis

Automatically categorize calls to gain deep insights into lead quality, which calls are answered, agent performance, and what was said on each call.

#### Sales Outcome

Know which marketing programs and site experiences drive callers that convert to sales opportunities and revenue. Increase sales by optimizing for what's really working.

Sources: Google, JD Power.