



Improved time- to-market in Insurance with SAS Marketing Automation



Faster time to
market



Improved quality
assurance and
security

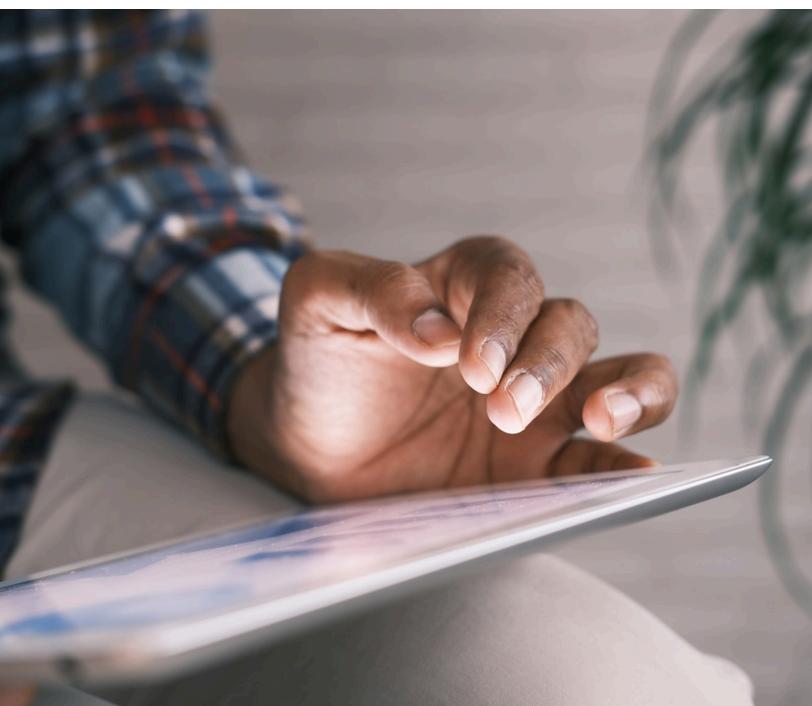


Better campaign
measurement and
reporting

The Challenge

Our client is a major property and casualty insurance company managing multiple brands and business lines. They lacked a unified marketing solution with a single view of the customer, and their campaign process was slow and prone to human error.

The client engaged Munvo to help automate their campaigns in a way that scales for all business lines and allows tracking and measurement of campaign results across brands, while preserving security and regulatory compliance.



Personalized Solution

Munvo designed a scalable SAS MA implementation for the client's needs. We improved the efficiency of the customer data model and designed a campaign history model to enhance tracking and measurement. After implementing the solution for all business lines, Munvo consultants worked with the client to redesign their acquisition strategy to make the most of the segmentation and offer management capabilities of the new system.

To enable the client to take ownership of MA, we created automated data dictionaries and quality assurance tools for their MA campaigns and provided three teams with custom-designed training by our experts

Benefit

By integrating their business lines into one system, our client was able to improve campaign measurement and cross-sell while keeping costs low. They were able to orchestrate and automate multi-stage journeys and more sophisticated campaigns with a faster time-to-market than before. And with a single platform for campaign tracking, A/B testing, analytical model scores, and customer data, our client is able to measure results and improve their marketing effectiveness.



Results



Faster time to market

With SAS Marketing Automation's visual interface, reusable templates and enhancements designed by Munvo for automated quality assurance and improved efficiency, our client's marketing teams are able to design, test and deploy campaigns faster.



Improved security

With a custom data and security model, the client can control access to data and environments at a granular level while keeping costs low. The solution allows to measure marketing effectiveness across business lines while keeping a wall around sensitive data to ensure security and compliance.

“ By implementing SAS Marketing Automation we were able to exceed our client's objectives. The new system greatly reduced their dependency on manual processes, and allowed for complex journey orchestration and measuring marketing effectiveness, resulting in greater transparency and productivity across the organization”



— Anna Ivanova
SAS Practice Lead

