

# Connected Marketing for Insurance

Giovanna Henny : 5-6 minutes : 3/29/2024



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***Our Connected Marketing offer is designed to provide Personalized Customer Experiences in a regulated industry by mapping financial services specific processes and regulations within the marketing solution components, tailoring it to meet the FS regulatory requirements. We enable personalized experiences for your customers through our robust connected marketing framework.***

### **Why Connected Marketing?**

Marketing is one of the most critical functions to drive Growth and Acquisition for our clients. Traditionally, marketing was mostly focused on driving mail campaigns and after-the-fact execution to launch or propagate products. Over the past few years, the role of the Chief Marketing Officer (CMO) has evolved into a Growth Leader to drive the branding, acquisition and consistent experience across the customer life cycle. With most of our financial services organizations focusing on the customer at the center of their product and GTM strategy, there is a huge emphasis to move from traditional mail marketing to Digital marketing and from batch/blast marketing to more personalized 1:1 marketing. To leverage the innovations in technology – more specifically the MarTech ecosystem and evolving digital channels – CMO is making investments in technology. As one of our key priorities is to become a partner to business, we have picked up Connected Marketing as one of the Propel offers to get closer to the CMO agenda.

### **Why should clients look at Capgemini's Connected Marketing Offer?**

Capgemini is very uniquely placed with its robust Connected Marketing Offer. We bring a rare combination of end-to-end capabilities which most of our competitors cannot rival. We are a full service firm and we bring

capabilities across 5 key pillars of the CMO agenda:

- **Brand Management:** Driving brand research, purpose and experience with our Frog and DCX teams.
- **Marketing Organization:** Target operating model, ROI and change management with our Invent team
- **Marketing Technology (MarTech):** Target architecture, implementation and support with our DCX and I&D teams.
- **Customer Activation:** Voice of customer, personalization and data / compliance with our DCX & I&D teams
- **Content Marketing:** Content strategy, supply chain, offer management and campaign management with our DCX team.

We are well positioned to support the CMO agenda across Design, Build and Operate capabilities. We also support some very specific offers which are super relevant to regulated industries like FS such as Disclosure Management. Also, we have a dedicated marketing agency as part of our DCX team where we can design and launch campaigns at a very high velocity in an outcome model directly for the business.

We have some fantastic case studies, right partnerships and a holistic approach to go to market on this subject.

### **Some of our popular Connected Marketing Offerings:**

- Target Operating Model, Brand Strategy
- MarTech Strategy and Blueprints
- Content Strategy and Content Supply Chain Build out
- Customer Data Platforms (CDP) Implementations
- Content Management System Migrations / Modernization
- Loyalty & Offer Management
- Campaign Management and Automation
- Lead Management and Nurturing
- Data Driven Personalization
- Search & Knowledge Graphs
- Marketing Measurement & Optimization
- Building Marketing CoEs
- Disclosure Management

### **Key Partnerships:**

Adobe, Salesforce, Pega, Google Analytics, Coveo, Naehas, Tealium, Segment, Medallia

## Elevator Pitch



**Definition:** Connected Marketing for Insurance transforms marketing teams to improve marketing outcomes and attain efficiencies while accelerating time-to-market. By making marketing operations data-driven and efficient, marketers can turn their attention on creating an unmatched customer experience.



**Why Capgemini?** Capgemini has a 1000+ connected digital marketing practitioners globally and extensive digital technology partner ecosystem, a global delivery model, and strategic accelerators such as digital marketing consulting assets and benchmarking tools



**External Recognition:** Connected Marketing has been recognized as an Accredited Partner Solution by Adobe.



**Best-in-class partnerships:** Adobe, Salesforce, Pega



**Did You Know?** We helped Chubb create a unified customer experience which resulted in 30% reduction in campaign execution cost and 1.3x improvement in lead generation



### Our Offer Stack:

- CUSTOMER PROFILING
- CONTENT MARKETING
- MARKETING AUTOMATION
- PERFORMANCE MEASUREMENT



**Did You Know?** We helped Progressive improve their renewal rate by 10% and reduce time-to-market of campaigns from 6-8 weeks to a few days

## Key documents

Connected Marketing for Insurance\_ Sales Deck for Propel\_March 27 2023

Connected Marketing for Insurance\_Boms BattleCard\_ Sep 06 2023

Connected Marketing\_Propel Webinar Series\_Sep 21 2023

## Go To Market Documents

Click here to open the offer assets

## Offer Owner

Person responsible for offer.

## X-PORT Page Editors

Should you see anything on this page that needs changing, please contact the X-PORT PAGE EDITORS

## Partners

## GTM Tools that are available to better manage your Sales Campaign

Sorry, no related use cases found.

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