

# The Thompson Group Generates \$9000 in New Policy Premiums in One Month

CASE STUDY



A new insurance agency was looking to extend their business.



Agents were utilizing outdated and inaccurate information to find leads, wasting valuable time.



By switching to Salesgenie, the agency quickly got access to verified data and powerful analysis that reduced prospecting time and increased close rates.

## RESULTS:

Within the first month, Salesgenie generated just over \$9,000 in new policy premiums.

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### Business Need Overview

A new insurance agency was experiencing sluggish sales. After looking at their sales and marketing efforts, the agency owner realized that the vendor they were using to provide sales leads was supplying information that was inaccurate and outdated. The agents were spending time calling on businesses that no longer “in business”, and homeowners who were on the “Do Not Call” list or had disconnected phone numbers.

### Solution

Upon meeting with Infogroup Targeting Solutions (ITS), the agency switched to Salesgenie, a web-enabled sales and marketing tool, and began to see immediate results with accuracy and quality of the data. By utilizing Salesgenie’s verified data, the agency was able to target specific markets with advanced search criteria and stay current with consistent updates. Their agents were able to shorten sales cycles by looking at complete business and consumer profiles, clone customer profiles, and segment leads by employee size, sales volume, email addresses, corporate family trees and much more! And because all consumer records in Salesgenie are bumped against the federal “Do Not Call” list, agents were able to increase efficiency and close rates.

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## Results

Within the first month of using Salesgenie, the agency sent 1,000 mailers that resulted in high call volume in a matter of days. Those calls generated just over \$9,000 in new policy premiums.

## About

### Salesgenie

Salesgenie from Infogroup Targeting Solutions combines sales, prospecting, and marketing into a customized online tool. Our easy-to-use interface enables you to find quality business and consumer leads as well as gain valuable insight about them. Salesgenie reduces prospecting time, increases close rates, and allows you to focus on leads most likely to become customers.

### Infogroup Targeting Solutions

Infogroup Targeting Solutions helps companies increase sales and customer loyalty through analytically driven consumer and business data and database marketing solutions. With exclusive access to the Data Axle™, we build multichannel solutions using contextually relevant information on individuals and businesses.