



# ONECUSTOMERVIEW

# Personalized Insurance Marketing Made Easy and Effective

Businesses that offer the right personalization generate 40% more revenue.<sup>1</sup>

## Why Insurance Marketers Must Prioritize Personalized Experiences



of consumers expect businesses to offer personalized experiences<sup>1</sup>



of consumers are unhappy when there is no personalization<sup>1</sup>



of consumers are likely to refer friends and families to companies that provide



of consumers tend to purchase again from the same business if they

## Personalization is a Pendulum

Not too much, not too little, but just right!

#### Less / No Personalization

36%

of brands have no historical data of customer interactions with the brand<sup>2</sup>

### **Optimal personalization**

1.1.1

11



of consumers are likely to purchase from brands that find the personalization sweet spot<sup>1</sup>

#### **Over-personalization**



of brands send too many personalized messages<sup>2</sup>



## ONECUSTOMERVIEW

# **Deliver Picture-Perfect Personalization for** Policy Holders and Prospects

Win over customers by offering personalized, optimized, and nearly real-time digital customer experiences. Foster customer loyalty and fast-track your revenue growth while gaining a competitive edge.

## THE ONECUSTOMERVIEW OVERVIEW **Predict Customer Needs and Personalize Your** Insurance Marketing



## **0** 1 **Discover:**

Our solution leverages advanced GraphML technology to identify, build, and uncover opportunities to discover and engage with specific groups of customers.

# ⅔4 **Optimize:**







## Target:

We personalize marketing interventions and offers, to target each customer and their specific hyper-segment.

 $P_{a}5$ Engage:

# $\bigcirc 3$

## **Recommend:**

OneCustomerView recommends the next best marketing actions and product offerings for each customer segment.

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Our approach enables strategic decision-making and outcome prediction through custom scenario analysis.

By understanding causality, we identify the right time to engage with customers and maximize the impact of personalized interventions.

## Why Opt for OneCustomerView



#### Versatile:

You can integrate OneCustomerView with your existing tech stack.

#### Fast:

Implement OneCustomerView on the go with the data you already have.



#### **Cost-Effective:**

You don't need any additional infrastructure, and there are no licensing costs.

LatentView is a proud AWS partner for Select Tier Services & Amazon Redshift Delivery with expertise across multiple domains, including storage & warehousing, computing & processing, as well as advanced analytics, delivering a wide range of solutions for several Fortune 500 and equivalent organizations.

Click here to see more about OneCustomerView on AWS

Try OneCustomerView and Improve Your Bottom Line by 40%!

GET A DEMO



