

INSURANCE MARKETING & DISTRIBUTION INDUSTRY SURVEY 2015

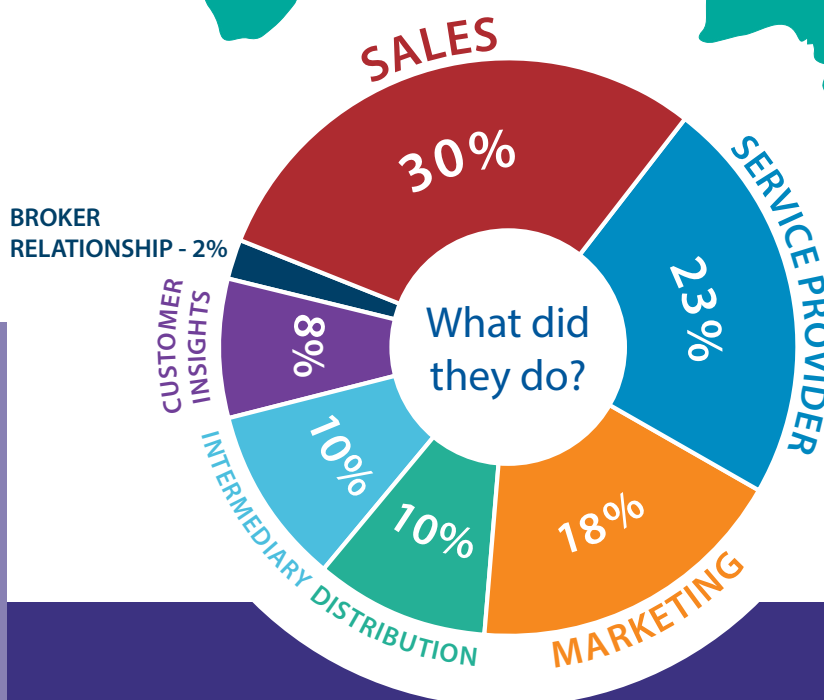
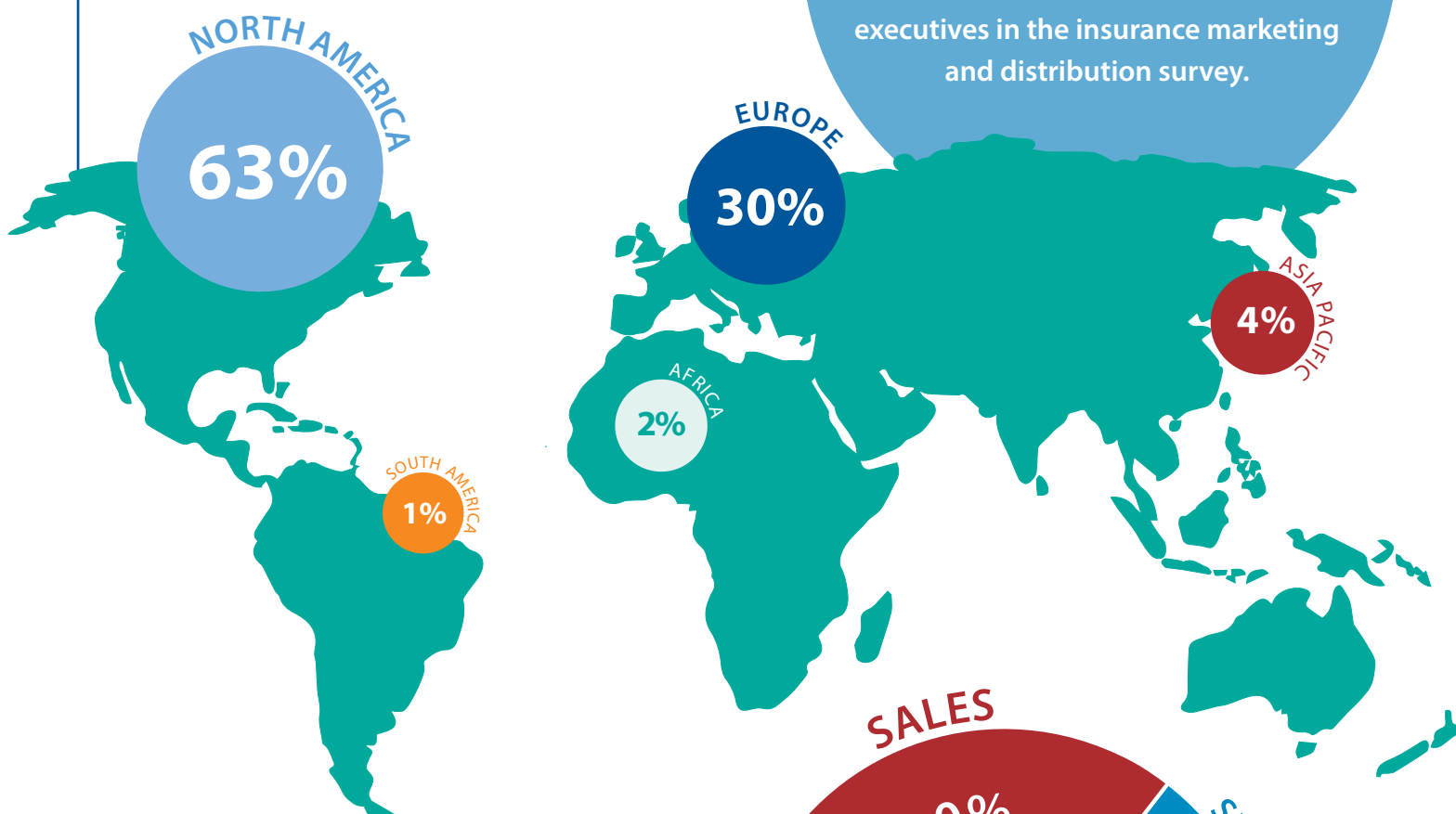
Who did we speak to?

Between July and August 2015,
FC Business Intelligence spoke with

over 150

executives in the insurance marketing
and distribution survey.

Where were they from?



**Insurance Marketing &
Distribution Summit**

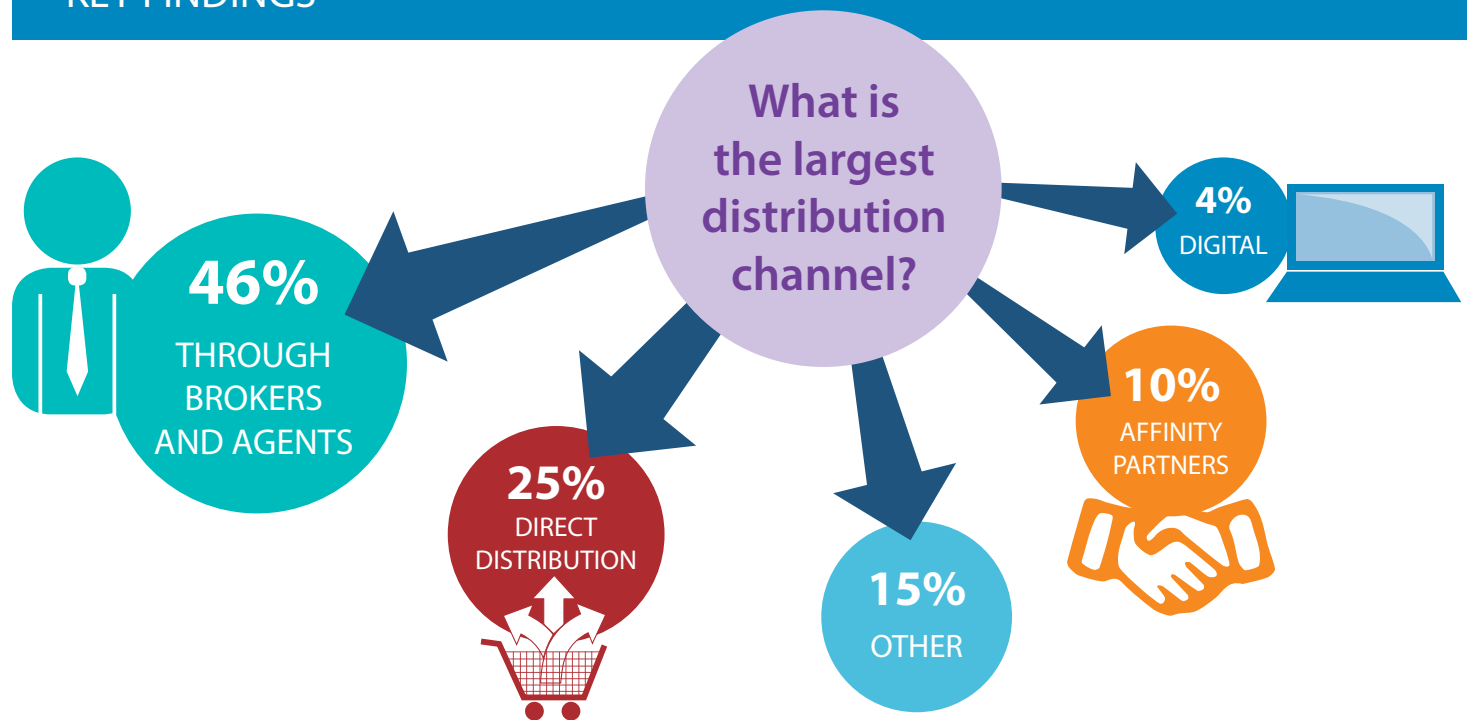
18 & 19 November, Chicago

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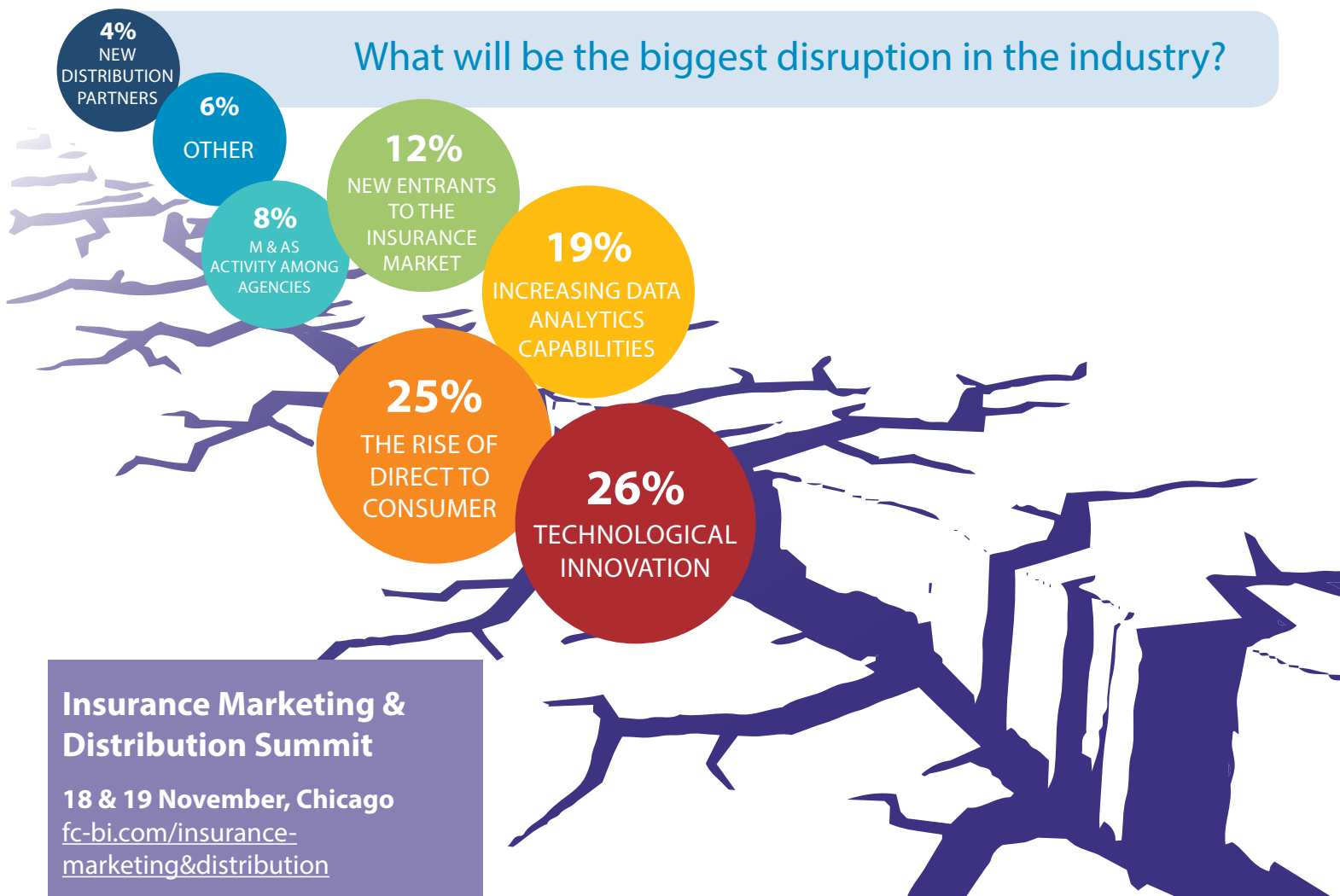
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KEY FINDINGS



What will be the biggest disruption in the industry?



Insurance Marketing & Distribution Summit

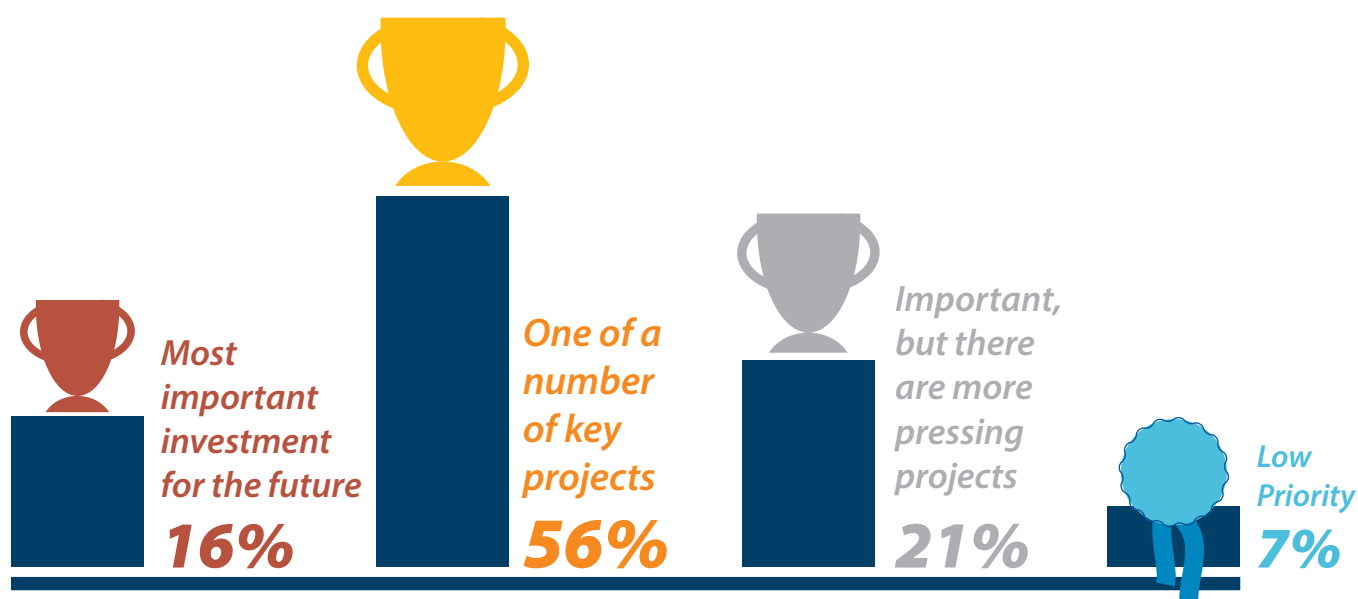
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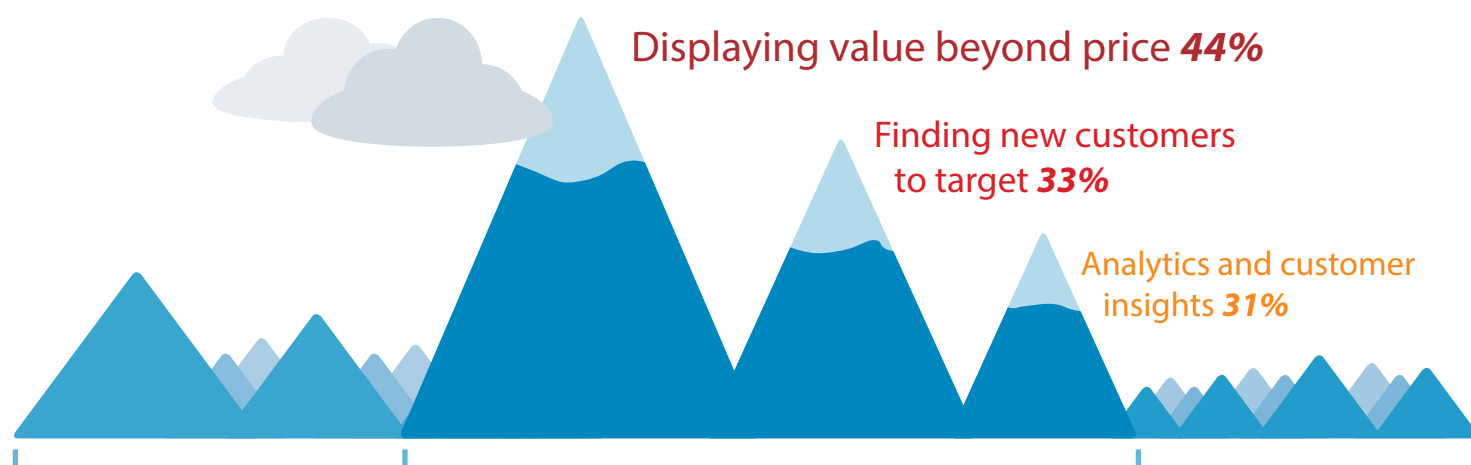
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How does marketing rank in your organisation's priorities?



What are your 3 biggest challenges?



Other challenges:

- Commoditization of insurance 30%
- Customer engagement 28%
- Customer education 21%
- Aligning with distributors 19%
- Regulatory obstacles 19%
- Customer segmentation 17%
- Social media strategy 17%
- Branding 16%
- Selling insurance online 14%
- Changing agency landscape 10%

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Which company has the greatest potential for disruption in insurance in 2015?

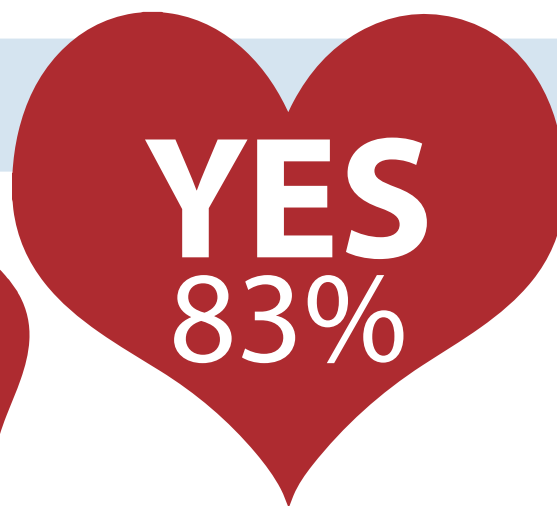


'I believe that my organisation puts the customer at the heart of everything we do.'

NO
17%



YES
83%



If you had unlimited budget to spend on one marketing solution, what would you buy?

ADVERTISING
CUSTOMER
GOOGLE ANALYTICS
LEAD GENERATIONS

CRM
SOCIAL MEDIA
PLATFORM
PROCESS

££

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INSURANCE MARKETING & DISTRIBUTION SUMMIT

The Insurance Marketing & Distribution Summit USA – 18 & 19 November 2015, Chicago
fc-bi.com/insurance-marketing&distribution

The Insurance Marketing & Distribution Summit Europe – 8 & 9 December 2015, London
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The **Insurance Marketing & Distribution Summit** will provide the insurance industry with exclusive insights and strategies on how to:

- Prepare for future trends in direct and intermediary channels: navigate the changing insurance landscape with new players in the market, new channels available to reach customers and future disruptions such as telematics?
- Understand customers using effective customer segmentation and use of data: analytics has enabled great insight into customers, and the winning strategy will be one that understands and seamlessly delivers what customers want
- Engage customers using innovative marketing tools: learn how can marketers effectively communicate with customers using tools such as social media, programmatic advertising and content marketing?
- Use digital technology to optimise distribution and delivery: understand how the digital revolution has transformed how consumers research and buy insurance. What does this mean for the future?
- Beat the competition by showing value in times of low premiums: see why profitability is threatened as the price war continues, and why demonstrating how your product is valuable is essential

About Us:

FC Business Intelligence has been around for over 25 years and provides news, reports and events services across 30+ industry verticals.

Our Financial Services department runs several major events in the Insurance, Banking, and Asset Management space in both Europe and North America which have been extremely well received across the financial services sector.

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