

# Case Study: Insurance



**OPUS**

Survey provides 102 highly specific leads

## Case Study

### The Client

Our client is part of one of the world's largest insurance groups. In total, the group works in 64 countries, with over 107 million customers, including individuals and businesses. Our client is part of the specialist healthcare wing of the group, who offer services for individuals and families, small businesses and larger, corporate-scale organisations; our client specifically focuses on SMEs. As well as offering insurance and protection services, our client also offers healthcare advice as well as innovative technology-driven action plans to improve personal health.

### The Problem

Because of the structure of our client's organisation, they only sought conversations with organisations with smaller healthcare plan needs. In this case, this meant either organisations with under 250 employees, or larger companies with fewer than 250 employees covered by a private healthcare plan. The challenge was therefore not only to find more prospects, but to ensure that organisations contacted would fit the right profile to allow our client to work with them.

### The Solution

Using our Research solution, we worked in concert with the client to design a bespoke research survey. The survey fulfilled three functions at once. Firstly, it was a lead generation exercise, with survey participants counting as important sales leads. Secondly, it allowed our client to gather information about the current state of knowledge and feeling across UK business on our client's specialist area. Finally, the structure of the survey allowed us to ensure that responsive organisations fitted the profile our client needed, given the highly specific characteristics needed. Only a detailed survey allows for gathering this type of information that wouldn't be readily available elsewhere.

Thanks to the complexity of our bespoke, in-house survey-building system, we were able create a survey with dynamic routes, meaning that participants would see different questions depending on their responses. This allowed our client to silo participants who would be of most interest to them, based on their responses. We ensured that the questions were engaging and to-the-point enough that contacts would be likely to participate and complete the survey, but also that the survey would capture the insight our client needed.

Our survey was sent to a bespoke audience of key decision-makers from across the Opus data community, in job roles including Chief Executives, Managing Directors, Finance Managers, Legal professionals and Administrators. This list of job functions was drawn up in collaboration with our client, using our highly segmentable data to its full advantage to maximise the responses to our survey – meaning the most valuable answers and the highest number of leads possible for our client. The survey was sent under one of our respected neutral news brands, leading to a higher engagement rate from recipients.

## The Results

Our survey received a total of **230 participants** completing the full survey. This means we were able to gather insight into industry working practices and the opinions of decision-makers across our client's area of interest, enabling our client to position themselves as thought leaders. Additionally, because of the questions and shape of our survey, we achieved **102 responses** from individuals fitting our client's specifically desired profile. This shows the results that can be achieved through engaging and innovative content, and the benefits of tailoring to a specific audience.

The survey in turn formed the basis of a comprehensive survey report, designed, written and built by our in-house content team. We promoted the report as a separate asset to the entire original audience, introducing our client as the survey partner. This generated an additional **78 downloads**, meaning further leads from some of the UK's biggest and most recognisable companies that we were able to pass on to our client.

While the nature of our client's business means that few sales opportunities can be closed immediately, our client fully expects to see an appreciable return on the project. Our client is very happy with the results, and we look forward to working with them on a similar project in the near future.

102

102 highly qualified survey responses fitting the client's specifications

78 further downloads of the survey report

78

44%

44% of respondents fitted our client's specified profile

Successful outcomes need more than good data

Media & Marketing Solutions | BiP Solutions

Pacific House,  
5 Pacific Way,  
Salford, Manchester,  
M50 1DR

0845 557 1324

 @my\_opus  
<http://my-opus.co.uk>



Intelligent use of data

