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Growth Insurance and First Interpreter Announce Strategic Partnership to Revolutionize Insurance Marketing and Acquisition

Cumming, GA — Growth Insurance, a leading provider of data-driven marketing solutions, and First Interpreter, a data-as-a-service company transforming how auto/home insurers assess competitive positioning, have announced a groundbreaking partnership. This collaboration combines First Interpreter's unique Competitive Position Score (CPS) metrics with Growth Insurance's G1 platform. This enables insurers to know how their rates compare to peer insurer rates for prospects at the household level, so marketers can make smarter decisions on what shoppers to bring into their funnel.

About the Partnership

The integration between Growth Insurance and First Interpreter allows auto/home insurance carriers to access real-time, advanced CPS metrics, a first-of-its-kind technology that enables insurance companies to understand their competitive position instantly—before spending time and money to engage with shoppers. By using this advanced technology, insurers can optimize their marketing campaigns to focus on prospects that convert at a higher rates, ultimately lowering acquisition costs and increasing the efficiency of their marketing investment.

Fred Hippo, Market President, Growth Insurance, commented:

"Insurance companies have long struggled with the uncertainty of whether they are offering competitive rates before investing in marketing strategies. This game-changing integration with First Interpreter allows us to provide our clients with a powerful advantage. With real-time competitive positioning data, insurance companies can make smarter decisions and dramatically reduce the costs associated with unproductive marketing campaigns. It's revolutionary."



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Jamie Pickles, CEO, First Interpreter, added:

"We're thrilled to partner with Growth Insurance. The G1 platform's ability to analyze vast amounts of household level data combined with our CPS metrics, creates an unique tool for insurers. Now, insurance marketers can know whether their rates are competitive before launching campaigns which will lead to a much more efficient and successful customer acquisition strategy. This is truly a game changer for the industry."

Why This Partnership is a Game Changer

By integrating the G1 platform with First Interpreter's CPS technology, this partnership empowers insurance providers to optimize their marketing spend and minimize wasted resources. The platform allows insurers to evaluate their competitive positioning, giving them the opportunity to prioritize those prospects that are most likely to convert, all in real time. This advanced approach is set to dramatically improve customer acquisition strategies for insurers of all sizes.

A Word from Jim Schleck, Founder of Growth Verticals

"We are incredibly excited about this partnership with First Interpreter," said Jim Schleck, Founder of Growth Verticals. "Their CPS technology and the G1 platform complement each other perfectly, offering the insurance industry a transformative solution that makes marketing spend smarter and more effective. This partnership underscores our commitment to driving innovation and value for the insurance sector."

About Growth Insurance

Growth Insurance, a division of Growth Verticals, leverages advanced data-driven solutions to help insurance providers grow sustainably. The G1 platform provides insurers with cutting-edge tools for customer acquisition, retention, and operational efficiency. By combining AI, machine learning, and proprietary data, Growth Insurance is revolutionizing the insurance industry's approach to customer engagement.

About First Interpreter

First Interpreter is a leading provider of real-time Competitive Position Score (CPS) technology for personal lines insurance. The company offers an advanced API that enables carriers to assess their competitive position before acquiring leads, thus reducing inefficiencies and unnecessary marketing spend. First Interpreter's innovative platform helps insurance companies drive sales, improve customer acquisition, and optimize marketing strategies.

For more information about Growth Insurance and the G1 platform, visit www.growthverticals.com.

To learn more about First Interpreter, visit www.firstinterpreter.com.

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