AUDIENCES+

FOR INSURANCE MARKETERS

Make Your Customer Data Work Harder For Your Insurance Marketing

Your data. Your control. More effective advertising.

Your insurance business already knows a great deal about its customers. But how much of that intelligence is actually informing your advertising campaigns?

AUDIENCES helps insurance marketers turn their existing first-party customer data into actionable audiences, improving how they reach, engage and exclude customers across digital advertising channels.

And it does this without requiring customer data to be moved or duplicated into another platform.

Book a Demo | **Speak with an Insurance Client Partner**

THE CHALLENGE

Your Customer Data Is Valuable. Are You Making The Most Of It?

Insurance marketers face a familiar set of challenges:

- Paying to advertise acquisition offers to people who are already customers.
- Struggling to connect customer insights with digital media campaigns.
- Finding it difficult to build and activate audiences without relying on multiple platforms.
- Balancing marketing effectiveness with privacy, security and data governance.

The opportunity isn't necessarily to collect more data. It's to make better use of the intelligence you already have.

THE SOLUTION

Meet AUDIENCES

Put simply, AUDIENCES connects the customer intelligence your business already holds with the advertising platforms where your campaigns run.

You stay in control of your data. Your business remains the data controller, with customer information staying securely within your existing cloud environment.

Marketing teams can use their customer data to build, suppress and activate their first-party audiences across multiple media environments, including paid social, programmatic display, Connected TV (CTV) and other supported advertising destinations.

No unnecessary movement or duplication of your underlying customer data. No need to replace your existing technology. Just a smarter way to put your first-party intelligence to work.

Continued overleaf →

WHAT YOU CAN DO

With AUDIENCES, Your Marketing Team Can:

Build Smarter Audiences
Create audiences using customer information, behaviour and other relevant attributes already held by your business.

Suppress The Right Customers
Exclude existing customers or other defined groups from campaigns where advertising to them isn't relevant.

Activate Across Advertising Channels
Connect audiences to supported media platforms without unnecessary data movement or duplication.

Keep Control Of Your Data
Customer information stays within your business's cloud environment, supporting your existing governance and security requirements.

CUSTOMER STORY — SAGA

How Saga Is Putting Customer Intelligence To Work

Saga is a leading UK business specialising in the over-50s, operating across insurance, travel and cruises. It holds incredibly rich data about this age group, with powerful insight drawn from customer relationships across all of its offerings.

With valuable first-party customer information held within its existing cloud data environment, Saga wanted to make that intelligence more actionable for its marketing teams.

By implementing AUDIENCES directly within Snowflake, Saga's cloud data platform, the business can build, manage and activate customer audiences without having to move or duplicate its underlying customer data into another system.

This approach supports audience activation across different parts of Saga's business, including customer suppression and more relevant marketing engagement.

For insurance marketers, Saga demonstrates how existing customer intelligence can be connected more directly to advertising activity while maintaining control of the underlying data.

Explore the Saga customer story →

THE PROCESS

How It Works

01 Connect To Your Existing Data
AUDIENCES works with supported cloud data environments, including Snowflake and other major cloud platforms. There's no need to replace your existing data infrastructure.

02 Build The Audiences You Need
Your marketing team can create customer audiences and suppression groups using the information your business already holds.

03 Activate Your Campaigns
Send the audiences to supported advertising destinations and put your first-party intelligence to work.

04 Stay In Control
Your underlying customer data remains in your cloud environment, with governance and access controls maintained.

See What Smarter Insurance Activation Could Look Like

Whether you're looking to improve acquisition efficiency, reduce wasted media spend or make better use of existing customer relationships, AUDIENCES can help connect your customer intelligence with your marketing activity.

Discover what your first-party data could do for your campaigns.

AUDIENCES+

Book a 20-Minute Demo

weareaudiences.com/contact-us