AUDIENCES+

INSURANCE REPORT

THE INSURANCE MARKETER'S GUIDE TO

First-Party Data Activation

Five Ways To Make Your Media Investment Work Harder

A practical guide for insurance marketing, CRM and data leaders who want to put the policyholder and quote intelligence they already hold to work in their advertising, without moving it out of their cloud. From AUDIENCES, the independent activation platform.

INSIDE THIS GUIDE

01 The activation gap 2

02 Five ways to put first-party data to work 3

03 A measurement framework 5

04 Results: a leading UK insurer 5

05 Insurer readiness checklist 6

−65%
COST PER LEAD

FEATURING

Results from a leading UK insurer, plus how Saga activates customer intelligence in Snowflake

01 — THE ACTIVATION GAP

How Do We Make Our Existing Media Investment Work Harder?

It's a question insurance marketers are asking more and more. Not how to onboard another platform or collect more data, but how to get more from what they already have.

Not Every Customer Should See Every Campaign

Insurers know who holds a policy, who is nearing renewal, who has lapsed and who requested a quote. In a standard acquisition campaign:

Existing policyholders
Don't need to be served conversion-focused acquisition ads.

Recent purchasers
Should be removed from acquisition and retargeting pools straight away.

Lapsed customers
Need a distinctly tailored win-back conversation.

High-intent quote prospects
Carry far greater near-term value than entirely unknown prospects.

Your Data Is Your Media Advantage

Your policy, renewal and quote data is unique to your business. No competitor, platform or data broker can buy it. Put to work in your media, it tells you who to exclude, who to prioritise and what to say to each group, so every pound of budget works harder.

WHAT IT UNLOCKS FOR MARKETERS

- **Lower acquisition costs:** stop paying to reach people who are already customers.
- **Stronger retention:** reach policyholders at the moments that matter, like renewal.
- **More relevant messaging:** the right message for each customer group.

HOW AUDIENCES WORKS

01
Connect
To your existing cloud data, such as Snowflake. Nothing to replace.

02
Build
Audiences and suppression groups from approved attributes.

03
Activate
Across paid social, search, programmatic and CTV.

04
Stay in control
Data stays in your cloud, with governance maintained.

02 — FIVE WAYS TO PUT FIRST-PARTY DATA TO WORK

From Policyholder Data To Commercial Results

Each of the five ways below starts with data most insurers already hold: policy status, renewal dates, quotes, lapses and product holdings. For each one, we set out the opportunity, how to put it into practice, the KPIs to track and, where available, real-world proof.

01 Stop Paying To Acquire Existing Policyholders

Suppression: sometimes the best targeting decision is whom you exclude.

The opportunity. Industry conversations focus on audience expansion, but the most immediate efficiency gains often come from defining whom not to target. Removing known customers from paid acquisition puts every pound behind genuinely new prospects.

How to put it into practice

1. Build a suppression audience of active policyholders from the records already in your cloud.
2. Exclude it from acquisition campaigns across paid social, search, programmatic and CTV.
3. Keep it current, so recent purchasers drop out of acquisition pools as soon as they buy.

KPIS TO TRACK

Cost per quote | Cost per policy sold | Reinvested spend

PROOF

A leading UK insurer structured paid social acquisition around its first-party data, delivering an average **15% lower cost per quote** against baseline.

02 Find More Customers Like Your Best Ones

Prospecting: model lookalikes on your top-tier policyholders.

The opportunity. Your most valuable policyholders tell you who to look for next. Seeding prospecting with validated customer data helps campaigns reach people who look and behave like the customers you value most.

How to put it into practice

1. Agree seed criteria with pricing and underwriting, using approved signals such as tenure, retention and product holding, so new customers are profitable as well as plentiful.
2. Build a seed audience and activate lookalike targeting in the channels that support it.
3. Combine with suppression, so budget goes to genuinely new prospects.

KPIS TO TRACK

Click-through rate | Cost per lead | Quote-to-bind

PROOF

Lookalikes built from validated customer data drove **+63% CTR** and **65% lower cost per lead** against historic benchmarks.

TIP Don't treat every prospect the same. High-intent quote prospects carry far more near-term value than unknown prospects, so give them their own audience and message rather than leaving them in the general acquisition pool, where your consents allow it.

03 Get Ahead Of Renewal

Retention: engage the right policyholders before they shop around.

The opportunity. Since the FCA's 2022 pricing rules ended price walking, renewing customers can't be charged more than new ones, so retention is won on value, service and timing. Renewal dates tell you exactly who is about to make a decision, and when.

1. Build renewal audiences timed around each customer's renewal notice, reflecting each product line's cycle: motor, home, pet, travel.
2. Run retention separately from acquisition, leading with value and service rather than price.
3. Remove customers from the audience once they have renewed.

KPIS TO TRACK

Renewal rate | Retention cost per quote | Churn

PROOF

A leading UK insurer's first-party retention campaigns on paid social achieved a cost per quote **45% below target**.

04 Win Back Lapsed Policyholders

Re-engagement: prioritise lapsed accounts with high lifetime value potential.

The opportunity. Lapsed customers already know your brand, but they shouldn't see the same message as a stranger. A tailored win-back conversation can be more efficient than starting from scratch.

1. Define "lapsed" for each product line, such as not renewed within a set period.
2. Prioritise lapsed accounts with the highest lifetime value potential.
3. Reach them with a win-back message, and exclude them once they return.

KPIS TO TRACK

Reactivation rate | Cost per quote | Lifetime value

SIGNALS TO USE

Lapse date, policy history, tenure and previous product holdings.

05 Cross-Sell Complementary Policies

Customer value: use multi-product signals to offer the right next policy.

The opportunity. Many policyholders hold only one product with you. Reaching them with relevant complementary cover, such as home for a motor customer, can grow lifetime value and make customers stickier at renewal.

1. Map which products each customer segment holds, and which they don't.
2. Build audiences for the most natural next policy.
3. Activate across channels, suppressing customers who already hold it, and check each offer delivers fair value under Consumer Duty.

KPIS TO TRACK

Products per customer | Cross-sell conversion | Lifetime value

SIGNALS TO USE

Product holdings, policy type, life stage and other approved customer attributes.

03 — A MEASUREMENT FRAMEWORK

Prove The Value Of Every Audience

Agree a baseline before launch, report acquisition and retention separately, and track quotes through to policies sold in your own data, not just platform reporting. Here is what to measure for each of the five ways.

THE WAY	WHAT TO MEASURE
01 **Suppress existing policyholders**	Cost per quote, cost per policy sold, wasted spend
02 **Lookalike prospecting**	Click-through rate, cost per lead, cost per quote
03 **Renewal and retention**	Renewal rate, retention cost per quote
04 **Win back lapsed customers**	Reactivation rate, cost per returning customer
05 **Cross-sell policies**	Products per customer, lifetime value

04 — RESULTS

How A Leading UK Insurer Made Its Paid Social Work Harder

The challenge. Retain existing policyholders and acquire new ones efficiently, in an increasingly competitive market.

The approach. Use first-party data to run paid social differently for acquisition and retention, and seed prospecting with lookalikes of validated customers.

Channel: paid social (LinkedIn) · Period: Q1, 2026

–15%
cost per quote, acquisition vs baseline

45%
below target cost per quote, retention

+63%
click-through rate from lookalikes

–65%
cost per lead vs historic benchmarks

05 — INSURER READINESS CHECKLIST

Are You Ready To Activate Your First-Party Data?

Tick each statement that is true for your business today. Not sure about some? That's normal, and we can help.

Your Data

- [ ] Customer data sits in a cloud platform such as Snowflake, Databricks, Google Cloud, AWS or Azure.
- [ ] You hold policy, renewal, quote and lapse data you can segment.
- [ ] The signals are approved for use in marketing under your permissions.

- [ ] **I don't know yet.** That's OK: we can help you find out.

Your Team And Governance

- [ ] Your data team can decide which attributes marketing may use.
- [ ] Compliance, the DPO, security and pricing/underwriting are involved early.
- [ ] Claims, health and vulnerability data are excluded from marketing signals.
- [ ] There is a named owner across marketing and data.

Privacy by design: because AUDIENCES runs inside your cloud, you remain the data controller and approvals can be simpler.

Your Media

- [ ] You run acquisition campaigns where suppression could reduce waste.
- [ ] You advertise across paid social, search, programmatic or CTV.
- [ ] Your in-house team or agency can apply audiences in those channels.

Your Measurement

- [ ] You have agreed KPIs, such as cost per quote, cost per policy and renewal rate.
- [ ] You have a baseline to compare results against.
- [ ] You can evaluate results in your existing reporting.

Mostly ticks?

You're in a strong position to start with one or two of the five ways, such as suppression and retention, even with a few unknowns.

A few gaps or unknowns?

That's common, especially on data and governance questions. We can help you find the answers and map the quickest route forward.

CUSTOMER STORY — SAGA

How Saga Is Putting Customer Intelligence To Work

Saga, the UK specialist for the over-50s across insurance, travel and cruises, implemented AUDIENCES directly within Snowflake. Its teams now build, manage and activate audiences, including customer suppression, without moving or duplicating underlying customer data.

Explore the Saga customer story →

Ready To Make Your Media Work Harder?

Book a 20-minute demo or speak with an insurance client partner to see how AUDIENCES could support your acquisition and retention plans, and which of the five ways to start with.

Book a 20-Minute Demo

weareaudiences.com

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Scan to book a demo