



## Revealing Results: Understanding marketing effectiveness

A top 10 insurance company partnered with ICC to improve the transparency of its data.

A national, diversified financial services company needed to determine and report the effectiveness of their affinity marketing programs. The team turned to ICC to create a solution that accurately illustrates marketing results for a wide range of affinity groups, each serving a diverse set of clients.

ICC developed an integrated database that provides accurate, consolidated data for marketing leads and executives. Our partner can now provide those leaders with timely reports and drill-down capability.

Designed with the user in mind, these dashboards are simple to understand, and eliminate costly manual processes. Ultimately, the insurer has reduced its overhead cost by improving the transparency of critical business information.