



WILLIS TOWERS WATSON + TURTL

# Opening up new markets with sales insights

How content led to record sales  
opportunities


**Turtl**<sup>®</sup>





# Going digital

For 18 years, Willis Towers Watson circulated their industry outlook reports in PDF and print format. It was time to evolve.



# Maximize value

Willis Towers Watson realized they needed more granular content performance data to help them understand how prospects and clients engage with their content so they could optimize ongoing marketing efforts

## The digital imperative comes to call

In a world that was fast becoming digital-first, Michael Buckle, Managing Director, Natural Resource within Willis Towers Watson, felt it was imperative to provide digital readers with exceptional reading

## Legacy formats deliver no insight

The limitations of the legacy formats of their outlook reports meant the business had no insight into which parts people actually read, for how long, or what topics and themes were of greatest interest to different audiences.

## No insight = limited action...

Without any meaningful data or audience insight from the reports, the commercial team was working in the dark when evaluating interests and opportunities to action.

## ...and limited improvement

Better reader insights would allow Willis Towers Watson to understand the impact of their work and know which topics and features kept their audience engaged – knowledge required to improve their strategy.



Willis Towers Watson is a leading global advisory, broking, and solutions company that helps clients around the world turn risk into a path for growth.



# Why Turtl?

Digital-first reading experience coupled with detailed analytics and data capture



# Putting data to work

A partnership with Turtl was championed across functions by **Liam McGrory**, Marketing Director, **Robin Somerville**, Business Development Director, and **Michael Buckle**, Managing Director, Natural Resources.

They recognized that Turtl offered Willis Towers Watson both a superior reading experience for their digital audience and, most importantly, the analytics they needed to drive more insight and value from their content.

## Pre- and mid-content gating

Turtl's ability to "gate" content (requesting contact details before allowing a reader to progress through the document) was crucial to Willis, as each sign up is treated as a potential sales opportunity for follow-up.

## Reader engagement insight

Reporting on reader engagement within each chapter of a content piece would allow Willis Towers Watson to optimize future editions, focusing on the topics which can be seen to drive the most interest.

## Sales enablement

Sales teams would have the insight to hand to better understand exactly what prospects who sign up to their reports are interested in.



“With sales cycles often being several years long, it is crucial that we build up a deep understanding of prospect and client engagement with our content. **The insights that Turtl generates is key to helping us create engaging, relevant, interesting content which can be shared with them over a prolonged period of time**

Liam McGrory, Marketing Director, Willis Towers Watson

# Insight to action

7,000 reads, 1,200+ sign-ups, and a record number of sales opportunities





# Record level of sales opportunities

By using Turtl's platform, Willis Towers Watson was able to:

1. Understand exactly how their reports were being read
2. Generate sign-ups through a form placed within the body of the report
3. Know specifically which readers were most engaged with the reports
4. Produce a record level of sales opportunities
5. Identify promising sales opportunities within niche areas of interest
6. Prioritize topics for further content based on audience interest

Willis Towers Watson has now identified a host of future reports which will be created and published via Turtl



We produced a record level of sales opportunities whilst also learning that we have incredibly engaged prospects in geographical regions we have yet to even focus on. Information like this is invaluable across our sales function.

Michael Buckle, Managing Director, Natural

## Results in numbers

- Over **1,200 sign-ups** from just four industry reports
- Reports read over **7,000 times** by over **5,000 different readers**
- Average report read time **over 6 minutes** with top read times in **excess of 2 hours**
- Total time spent reading **over 33 days**



Thanks for reading

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