

CASE STUDY

Farmers Insurance Gains Hispanic Market Share

Geoscape Intelligence System Helps Gauge Performance Against Competitors



The Business Issue

Since 1928, Farmers Insurance has provided auto, home, and life insurance products directly to the consumer through its network of agents.

Farmers has a longstanding commitment to the multicultural markets demonstrated by robust ongoing initiatives in these markets, as well as high-visibility recruitment and support efforts on behalf of agents active in these communities.

As an important component of its multicultural outreach efforts, Farmers' relationship with Claritas has expanded over time to include a variety of data solutions as well as insurance category insights that fuel and help measure Farmers' multicultural initiatives.

The Challenge

As Farmers' multicultural program has grown, the ability to track performance, generate quantifiable results, and optimize campaigns in real time have become vital components of the initiative.

More specifically, the team was charged with not only measuring the growth in gross written premiums by the cultural markets, but also market share – to help gauge how Hispanic campaigns measure up and perform against competitors.

“Claritas has helped Farmers develop a deeper understanding of the multicultural insurance buyer and how best to align our efforts targeting them,” reports Daniel Chang, Director of Multicultural Marketing. “Through our ongoing engagement we have established a strategic partnership that is helping to quantify our growth and identify new opportunities.”

The Process

Farmers and Claritas collaborated in the development and delivery of a fully customized, ongoing study of the US Hispanic auto insurance buyer by language segments, as well as many other elements, so Farmers could identify more of their best customers. This study is unique to the market with elements not available via a syndicated study.

The primary research provided insights into brand awareness, market share, purchase behavior, switching behavior, coverage, customer service, claims and many other elements.

Business Benefits

Farmers and Claritas continue to collaborate on a series of ongoing initiatives to maximize the Farmers' go-to-market strategies, including:



- Devise the methodology and fine-tune the selection criteria for **Direct Marketing** lists to increase efficiency of DR efforts



- Development of an ongoing measurement system to quantify the performance of new **Client Acquisition Efforts**



- Licensing of the **Geoscape Intelligence System (GIS)**, an online source of geo-demographic analytical information, to provide insights into population distribution around agent locations, acculturation levels, category spending, and language preference

For more information contact your Claritas representative at 800.234.5973 or visit www.claritas.com

