



CASE STUDY

Insurance risk analysis software provider

INTERCEPTING NEW CUSTOMERS IN A NEW MARKET

SITUATION

Penetrate the market of insurance companies in Florida by positioning their own product.

SOLUTION

Analysis of the geolocated insurance market in Florida :

- understand the market scenario
- Identify active players
- Define a clear and specific target

IMPACT

For the analysis, the Florida insurance market was measured, where 3 types of active players were identified. Only the "Insurance Company" type, with some specific characteristics, was selected and its subscription activities and reinsurance quotas were analyzed to define a small group of hyper-targeted companies.

The study performed allowed us to:

- **Identify a well-defined target of insurance companies**
- **Create a list of hyper-profiled potential customers**
- **Define how to interact with decision makers**