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Vertical Solution Map – Insurance

**Your Life.
Your Health.
Your Plan.**

Instructions for use: This map provides an overview of common communication objectives within the Insurance market which can be solved with solutions powered by digital print. For each objective, specific challenges and solutions are identified with links to PODi case studies that illustrate successful implementations.

Service providers should use this sales tool to understand:
- o Common challenges within the insurance market
- o Solutions that you can build to meet your customer's needs
- o Which case studies will best demonstrate to your customer the power of digital print

Objective/Challenge	Solution	Cases
Increase sales o Generate leads o Nurture leads	**Personalized direct mail** o For B2B send prospects dimensional mailer that will get past gate keepers and gain attention o For B2C send prospect information that is relevant to their needs o Establish referral marketing program o Use Personalized URLs for easy response and immediate tracking	o [Clarica](#) o [Hearthstone](#) o [Liberty Health](#) o [Manulife Financial](#) o [Mutual of Omaha](#) o [Renaissance Insurance](#)

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Objective/Challenge	Solution	Cases
Improve management of marketing collateral o Control costs o Improve turnaround times o Ensure materials are up-to-date o Ensure compliance with state legal regulations	o Develop a web-to-print to solution that allows documents to be easily customized and printed on demand	o Access America o American Fidelity o Pearl Insurance o Virginia Farm Bureau Mutual Insurance
Strengthen customer relationships o Retain existing customers o Increase customer satisfaction	o Create benefit kits or statements that provide information that is specific to the individual's plan instead of same-to-all package	o CIGNA Healthcare o Cinergy o Group Health Cooperative o HealthNow Member Guide o HealthNow Subscriber Communication o Insurance Services Office
	o Send personalized communications with relevant information to strengthen customer relationship	o Aflac o The Co-operators o Travelers