

Case Study



Helping Insurercore increase sign ups and engagement on the platform through our sales & marketing tactics.

Insurercore's digital platform offers real time visibility of the appetite for risk amongst underwriters, and allows brokers to find suitable underwriters accordingly through a bespoke search engine. The platform allows insurance professionals to identify new contacts, make new connections and conduct business across the market, while keeping abreast of insurance news and market activity.

The Challenge

With a range of products ready for market, Insurercore launched their platform in April 2020. Interest and activity from the broker community was key to the creation of new business relationships and the generation of revenue for users after launch.

Our Solution

To add value beyond simple straightforward platform access and function, durhamlane showcased in-depth demos of the platform characteristics, and gathered detailed information from the brokers around usage, challenges and the features they'd like to see. Our service now also extends to the prospecting of potential customers.



The outcome for insurercore:

495 

Opportunities generated
(In 6 months)



Upgraded to full Demand
Generation (inc Marketing)

22 

MQLs generated in the first
month of Marketing & Sales

228 

Verbal Agreements
(to register on platform)

100 

Days Renewal

3 

Project renewals

Targeted Markets:



Managing
General Agents



Insurance
Companies



Insurance
Brokers