

# Case Study



## Information Technology in the Insurance Industry.

### The Challenge

VIPR are a leading provider of innovative technology solutions for the insurance industry. In 2018, they partnered with durhamlane to help drive growth in a highly competitive market. Operating in the delegated authority space, a small niche of the insurance market, a main challenge for VIPR was the small size of the total addressable market.

### Our Solution

Since 2018, we have supported VIPR's post-funding growth strategy through highly targeted Account-Based Marketing (ABM) and outsourced sales support; generating 707% return on investment.

Targeting C-Level Operations, Underwriting and IT professionals as well as delegated authority/program business professionals, we used a research-led approach to keep up to date with developments in the insurance industry, as well as any news that made for strong compelling events.

In October 2021, we generated a sales qualified opportunity that progressed to VIPR closing their first US customer with a deal value of £200k.



## The outcome for VIPR:

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£2.4M

Closed Won Value

£1.3M

Active Pipeline Value

707%

Return on Investment

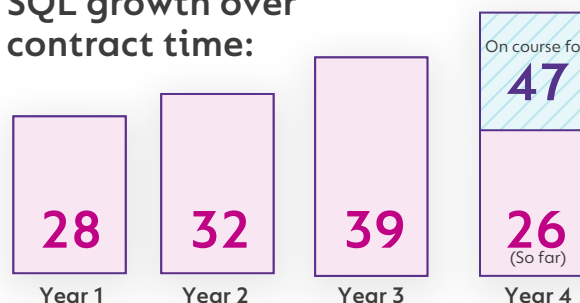
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Full-time  
resource (FTR)

125 

Sales Qualified  
Leads (SQLs)

SQL growth over  
contract time:



Core  
Markets:

- ✓ UK
- ✓ USA
- ✓ EMEA



“durhamlane have been instrumental to the growth in our business over the last 5 years and the 7x return on our investment speaks for itself. Their highly targeted approach to outbound selling sets them apart from others in the market. We look forward to our continued success as we grow both in the UK and US markets.”

- David Sweet, Chief Commercial Officer