



## Case Study

# FunnL Drives Growth for a Leading Cloud-Based Insurance Software Provider

### Over View

A leading cloud-based insurance software provider partnered with FunnL to boost growth and expand its market reach in the competitive insurance sector. Renowned for innovative solutions that modernize insurance operations and improve customer experiences, the company aimed to better connect with key decision-makers in the industry.

FunnL's persona-driven campaigns were instrumental in achieving this goal. By analyzing 15 distinct personas within target companies, FunnL developed highly personalized messaging that addressed the specific needs of stakeholders, from back-office staff to C-level executives. This tailored approach, combined with the company's diverse product offerings, created an effective outreach strategy that deeply resonated with potential clients.



### Challenges

**Niche Market Targeting:** Difficulty reaching the right stakeholders due to the specialized nature of the insurance industry.

**Extended Sales Cycles:** Complex sales processes inherent to insurance software solutions.

**Brand Visibility:** Limited awareness of the company's cutting-edge technology among potential clients.

**Resource Allocation:** Internal sales team spent excessive time on prospecting rather than high-value engagements.

### Solution

FunnL implemented a multi-tiered campaign strategy that addressed these challenges:

- 1. Targeted Persona-Based Campaigns:** Identified key personas and developed custom messaging addressing their specific pain points.
- 2. Named Account Campaigns:** Focused on a finite list of target companies, creating hyper-targeted messaging to engage decision-makers.
- 3. Multi-Channel Outreach:** Leveraged personalized email campaigns to maximize reach and engagement.
- 4. Product-Persona Mapping:** Matched the company's eight distinct products to the needs of each persona, ensuring relevance.
- 5. Data-Driven Optimization:** Used campaign analytics to continuously refine targeting and messaging strategies.

### Results

- Accelerated Sales Pipeline:** Over **150 qualified sales appointments** generated in just six months.
- Improved Conversion Rates:** Achieved a 30% increase in lead-to-opportunity conversion rates.
- Reduced Sales Cycle:** Sales cycle shortened by 25%, enabling faster deal closures.
- Enhanced Brand Awareness:** Increased market visibility led to unsolicited inquiries and referrals.

FunnL's campaigns delivered highly qualified appointments with exact matches to the client's criteria, effectively addressing multiple requirements.

### Conclusion

FunnL's expertise in B2B lead generation and appointment setting empowered the insurance software provider to overcome outreach challenges, accelerate growth, and achieve sustainable business expansion.

By seamlessly integrating targeted, persona-driven, and account-based marketing strategies, FunnL enabled the client to focus on delivering innovative insurance solutions while maintaining a robust and consistent pipeline of qualified opportunities.