

# Interesting CDP Use Cases for Insurance

The rise of new marketing channels has presented a huge challenge for insurance marketers. To boost and increase digital conversions, they need to understand the exact needs of their consumers. This is where a Customer Data Platform (CDP) comes in.

A CDP's unique selling point is that it can help insurance marketers target customers with 1:1 personalized recommendations and offers on their preferred channels and devices.

Here are 4 CDP use cases that marketers can implement for the insurance industry:



## 1 Quote-Based Personalization

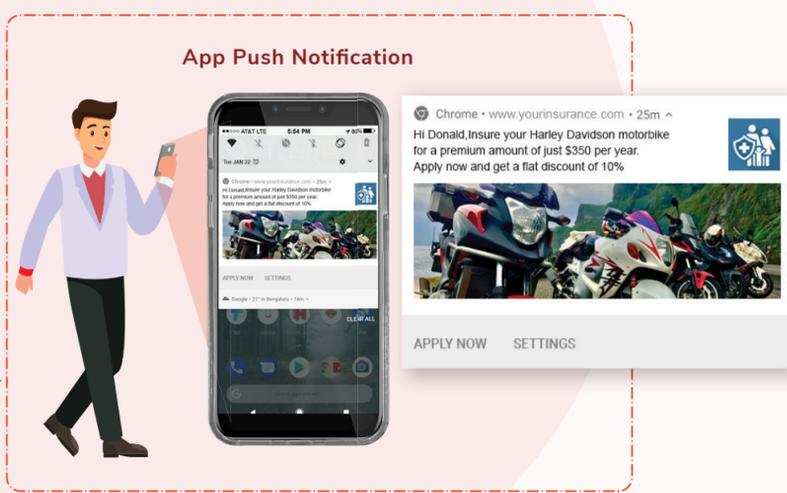


A customer visits an insurance brand's website and calculates the quote for motorbike insurance and drops off.



Lemnisk CDP

The CDP records his online activity.



The customer later receives an app push notification on his mobile based on the quote calculated on the website.

## 2 Complete Checkout Reminder

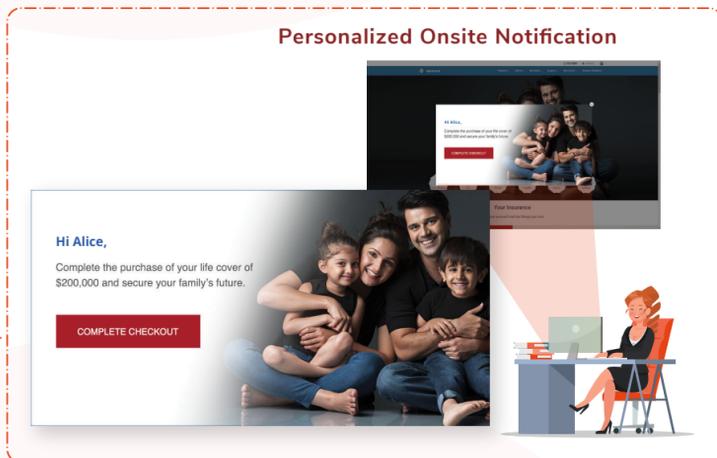


A user drops off from purchasing an insurance plan before the final checkout.



Lemnisk CDP

With the help of the CDP, the marketer notices that the user has dropped off at the final checkout page.



Through a personalized reminder, the customer can be urged by the marketer to complete the checkout.

## 3 Document Submission Reminder

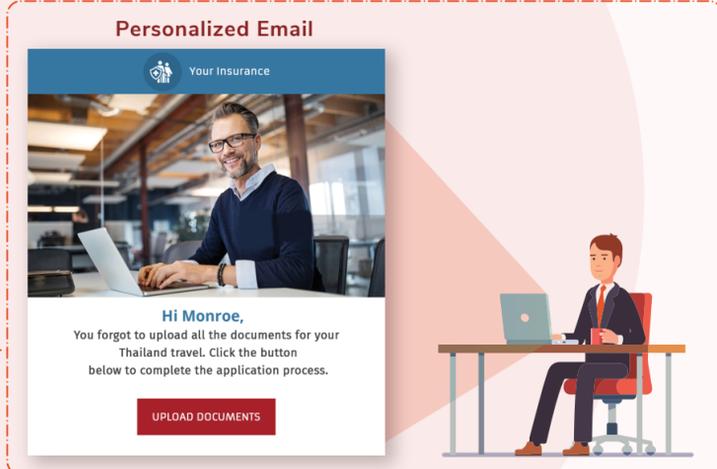


A user has applied for a travel insurance plan on an insurance brand's website but drops off before completing the document submission process.



Lemnisk CDP

The marketer notes the user's behavior with the help of the CDP.



The user later receives a personalized reminder about submitting all the documents.

## 4 Non-Reachable Customers/Prospects

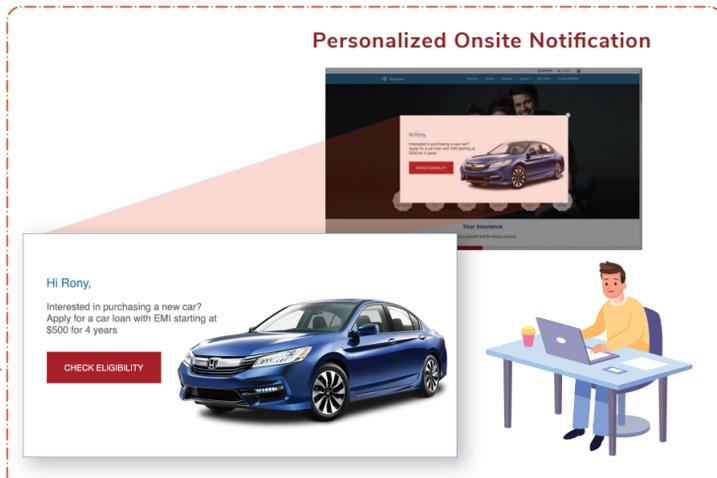


Some customers/prospects are non-reachable by call center representatives.



Lemnisk CDP

The data of all non-reachable users are exported and injected into the CDP.



They can then be targeted with personalized messages via their preferred channels and devices.

Get access to all 20 CDP Use Cases for the insurance industry below:

**E-BOOK: 20 CDP USE CASES FOR INSURANCE**