



# TRAVELERS



## About Travelers

Travelers is one of the world's leading commercial property and casualty insurers who specialize in several business sectors, including manufacturing, automotive, technology, media, financial institutions, public sector, and transport. They have approximately 30,000 employees and 13,500 independent agents and brokers across the globe.

## The Challenge

Travelers, although aware of website visitor tracking, understood very little about website visitor automation. Existing tools demonstrated very little value in understanding website visitors and data extracted had to be handled and analyzed in a very manual way, in turn, affecting how data was shared with internal stakeholders and understanding where potential opportunities existed.

## Our Solution

Since implementing Web Insights, Travelers are now able to capitalize on every opportunity that comes their way and recognize whether visitors are existing customers, new business leads, or lapsed clients.

Travelers use Web Insights to generate website visitor intel and automate the flow of this data intelligence into their martech and CRM solutions, as well as share this valuable data insight with senior stakeholders and regional leaders. The seamless integration into their Salesforce Marketing Cloud instance also means they can automate campaigns and communicate with end-users without the need for manual intervention. Additionally, regional leaders are fueled with data intelligence, allowing them to capitalize on every potential opportunity - swiftly.

**Email communication is sent based on online visitor behavior - and includes the right message, in the right tone, at the right time – again in real-time....allowing regional leaders to capitalize on every potential opportunity.**



**Working with Web Insights –** “By implementing Web Insights, Travelers can now make informed data-driven decisions, something we have never been able to do previously. Our distribution network relies heavily on data intelligence and reporting - Web Insights’ capabilities allow us to deliver just that.

Our business strategy is to grow existing broker accounts and capitalize on new brokers coming to market, Web Insights sits firmly as part of our growth strategy to drive this. The need for us to shift, like most businesses, towards a digital strategy means better understanding and capturing website data intel. With Web Insights, we can now route that intel across our stakeholders and teams and seamlessly automate any interaction with these visitors - allowing us to think and behave much more strategically.

We’re able to communicate with potential leads, capitalize on opportunities in real-time, and generate regular broker reporting to share data insight with senior leaders across the business with confidence - something again, we’ve not been able to do before. As well as generate new business leads from our website visitor intel, the ability to retain and grow our existing broker accounts is now crucial to our success. With Web Insights, we have visibility as to when an existing broker visits the website, how they behave online, and details of who they are – absolutely valuable insight for our distribution network to open up new opportunities and cross-sell and upsell services.”

— Ian Gandy, Head of Digital and User Experience.

