

# Legal & General America Applies Progress Sitefinity's Personalization Capabilities to Utilize Customer Segments and Personas to Deliver Bespoke Experiences

CASE STUDY



**INDUSTRY**  
Insurance

**PRODUCT**  
Progress Sitefinity

## SUMMARY

Life insurance provider Legal & General America (LGA) teamed up with Americaneagle.com to undergo a company-wide digital transformation. In the aftermath of this initiative, LGA wanted to start creating personas of their many customers and began to leverage Sitefinity's personalization capabilities. LGA utilized segments and personas to enable customers to find the right offering and to equip advisors with the tools they need to grow their business. Through this work, LGA continuously delivered high-performing, seamless user experiences to create a meaningful impact on company growth and customer satisfaction.

## Challenge

Legal & General America (LGA) is one of the most noteworthy companies in the life insurance industry. Recently, the insurance provider launched a brand-new website with the help from Progress Sitefinity partner Americaneagle.com. After its debut, LGA began to focus its marketing efforts on two specific audiences: direct to consumer (D2C) and business to business (B2B). The former are primarily singular consumers looking to purchase life insurance plans; the latter are advisors and partnerships.

With these two customer segments being the marketing team's focal points of selling, LGA wanted to take full advantage the platform's personalization capabilities to deliver ideal digital experiences for both groups. The goal was to craft experiences built on content and successfully engage customers.

Assisted by Americaneagle.com, LGA implemented Progress® Sitefinity® as its primary CMS. However, the team wanted to improve upon its already existing search features, including the on-site search, to help customers find the insurance information they need. Lastly, the team at LGA wanted to retain the same easy-to-use abilities of Sitefinity when it came to publishing and editing content. Not only for themselves, but for potential new users.

Matthew Staudt, Senior Manager - Marketing Analytics, Legal & General America, is familiar with Sitefinity and along with his team was eager to get started creating more personalized experiences for their customers.

## Solution

Staudt and crew noted how LGA had an abundance of customer and business data. While undergoing a deep analysis of this information, the team were able to start creating specific segments and personas for the D2C and B2B channels. After defining their segments and personas, and devising an intense A/B testing process with this customer

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**Matthew Staudt**  
Senior Manager - Marketing Analytics, Legal & General America

and website information, Staudt and the marketing team began to target which areas of the website to start improving upon. First on the list was creating more personalized campaigns and messaging. By using their personas and segments, LGA was equipped to start re-enablement campaigns, for the D2C audiences.

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LGA was able to redesign the buying experience, while improving on specific problem areas for customers. In another example of their A/B testing abilities, the marketing team can set up new customization options, such as fill-out forms for new customers.

Staudt and the content editing team also created the Advisor Hub, which is specifically for its B2B target. This feature allows LGA’s advisors and additional insurance providers to begin creating their own unique landing pages for marketing campaigns.

Additionally, LGA found themselves being able to implement a few third-party applications to assist with

personalization. For example, Yext, a widget specifically designed to build-upon Sitefinity’s search abilities and HubSpot, which assists in creating personalized communication plans to customers.

## Results

As the team began building upon their website’s personalization abilities, customers started taking notice. Sales leads on the personalized pages started increasing by 21.19%. To add onto those sales figures, applications were 8.92% up and insurance premiums submitted grew by 36.31%. Going by these increasing numbers, LGA’s digital experiences were certainly improving.

Staudt points out how the new Sitefinity integrations enabled the team to become more creative with what content they produce. Whether it is new landing pages or blogs, the content being published on LGA’s website has had positive SEO results. Organic traffic traveling to LGA’s website rising to 11.18%.

As the Advisor Hub launched, the advisors were able to create quarterly marketing campaigns and themed landing pages. While these pages have their own unique results, Staudt points out how the customer experience from the B2B has greatly improved, especially with the launch of the Advisor Hub.

**“We have gotten exceptional feedback from our distribution partners stating comments such as, ‘There is finally one place to receive everything I need for campaigns. I don’t have to go looking all over creation to multiple pages or sites to find what I need. It has made my and my team’s jobs so much easier!’”**

**Matthew Staudt**  
Senior Manager - Marketing Analytics, Legal & General America

## About Legal & General America

Legal & General America is a nationally recognized market leader in the individual life insurance industry, and we have plans to keep growing. It will take the efforts of smart, capable people who will help us build strong agency relationships and provide the high-touch service our customers deserve. For more information, visit <https://www.lgamerica.com/>

## About Americaneagle.com

Since 1995, Americaneagle.com has completed more than 12,000 Web projects for nearly every type and size of organization, in nearly every industry, including small companies, start-ups, Fortune 500 companies, Professional Sports teams, and manufacturers of niche products. For more information, visit <http://www.americaneagle.com/>








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## About Progress

Dedicated to propelling business forward in a technology-driven world, [Progress](#) (NASDAQ: PRGS) helps businesses drive faster cycles of innovation, fuel momentum and accelerate their path to success. As the trusted provider of the best products to develop, deploy and manage high-impact applications, Progress enables customers to build the applications and experiences they need, deploy where and how they want and manage it all safely and securely. Hundreds of thousands of enterprises, including 1,700 software companies and 3.5 million developers, depend on Progress to achieve their goals—with confidence. Learn more at [www.progress.com](http://www.progress.com)

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