

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

AT A GLANCE



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.

<b>COMPANY</b> Legal & General America	<b>INDUSTRY</b> Insurance
<b>PRODUCT</b> Progress Sitefinity	<b>COUNTRY</b> United States

**“For the folks who already visited our website, gave us their information, and got a quote for insurance, but didn’t convert – we can launch an email campaign to link back to our site that would have a reminder of their quote based on the info we already have so each experience will be highly personalized for each individual client.”**

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

## Challenge

After Legal & General America launched its new website, the staff wanted to better connect with users through improved communication channels.

## Solution



Start leveraging targeting data and buying personas from Sitefinity Insight to redesign the buying process as more customer-focused.



Segment partner agencies based on specific opportunities to help them sell to the right audiences.



Implement various third-party platforms, including HubSpot and Yext, to assist with the content creation and lead generation processes.



Total leads increased to 21.29% Year-over-Year (YoY), and so did submitted applications (8.92%) and submitted insurance premiums (36.31%).



Organic search traffic increased by 11.18%, with the top three keyword positions rising to 13.10% YoY.



Developed the Advisor Hub for distribution partners to help sell insurance more efficiently through creative marketing campaigns.



**Gain visibility into your customer's first click of their journey with Sitefinity Insight.**

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