

# Legal & General America Taps Progress Sifinity to Make Buying Insurance Easier and Sees a 27% Increase in Sales Conversion Rate

AT A GLANCE



Legal & General America (LGA) is a national life insurance carrier, that is part of the global financial services firm, Legal & General Group. LGA underwent an enterprise-wide digital transformation journey, with an overhaul of their main website being a top priority. By leveraging Progress Sifinity, LGA revamped its online brand experience with unique journeys for both customers and advisors, enabling LGA to better serve and protect more families and businesses across the country.

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


## Challenge


Legal General & America (LGA) wanted to revamp their site to better align with its digital transformation goals to modernize the life insurance process and delight visitors across the entire customer lifecycle. LGA was on a mission to deliver a better digital customer experience for their customers and advisors that included a rebranded website, complete with a robust keyword strategy to increase traffic and the right toolset to build data-driven marketing strategy.


“Every day we find a new tool, or we have a new set of data we want to integrate. Every time we want to do a new integration, it’s so easy to do it. Sifinity takes all the headaches away that we used to have.”

**Megan Morris**  
Brand & Experience Manager,  
Legal & General America


## Solution


 Implemented two rebranded site experiences, for advisors and for consumers, via multisite management.


 Leveraged Sifinity Insight to gain understanding of multiple audience personas and deliver targeted campaigns.

 Implemented a custom form that integrated with internally hosted APIs, Salesforce and the company’s new digital life insurance application platform so customers can get a quote, apply and even get instantly covered for life insurance all from their smartphone

## Results





 A new Sifinity-powered website that reflects the company’s digital transformation journey.

 Improved SEO, resulting in more new users visiting the site and an increased conversion rate of 27%.

 Implementations with internal APIs and Salesforce to enable prospective customers to receive life insurance quotes in real-time.



Need to target the right visitors at the right time?  
**Learn more** about Progress Sifinity.

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