



What is Insurance Hound?

- Insurance Hound is a frequently updated resource (whitepapers, case studies etc) centre for insurance professionals.
- Providing insurance and risk professionals with a free and easy-to-use digital library of briefings and other resources.
- Insurance Hound users are made fully aware on registering to the site that they can be contacted by the organisations whose content they have chosen to download.
- Gain FULL demographics of those users who download your briefings/whitepapers: Name, company name, email address, telephone number, job title, company address, size of company (turnover/employees) and industry sector.
- Each campaign is managed by a team of Campaign Managers responsible for the hosting and promotion of your content on the site.
- Bespoke lead generation campaigns are put together on a Cost per Lead agreement.
- Lead targets can be tailored to specific criteria, minimising wastage.
- Collateral is categorised according to its business sector so that users can locate it quickly.
- Users are also directed to the latest and most popular papers, editor's picks and related documents.
- It is also possible for users to set up tailored email alerts so they are notified whenever there is an update within the areas that are of importance to them.

Marketing of content hosted on Insurance Hound

All lead generation campaigns are supported with a full marketing drive to promote the assets hosted on Insurance Hound. These include:

- Branded, targeted HTML sends (these would be sent only to those that fall within the criteria agreed). Data sourced across the whole of incisive Media's insurance division including via Post and Insurance Age.
- Inclusions on Post and Insurance Age news alerts.
- Insurance Hound email alerts - on registering to the site Insurance Hound users have an option to opt-in to a variety of emails which alert them every time content is uploaded in an area of importance to them.
- Our Post and Insurance Age editorial and campaign management teams also select popular papers for inclusion on Editors Picks emails once per week.
- Our Campaign Management team select the relevant vehicles for each individual campaign.

Cost Models

Cost Per Lead Model

- Guaranteed volume of leads supplied over an agreed period of time.
- Sponsors only pay for the leads that are generated and subsequently delivered.
- Lead targets can be tailored to specific criteria, minimising wastage and maximising return on investment.

Standard Lead:

- Starting at £70 per lead
(Application of filters increases CPL by £10 per filter)

Each individual campaign will not include any duplication of lead.

Tenancy model Cost

- Opportunity for your library of content to be hosted and promoted on Insurance Hound.
- Insurance Hound team to deliver an uncapped volume of leads every month for a minimum period of 3 months.

Tier One:

- £1,050 per month (*would equate to 15 leads using a CPL model*)
- Maximum of one piece of content hosted every month.
- Uncapped volume of leads.

Tier Two:

- £2,450 per month (*would equate to 35 leads using a CPL model*)
- Maximum of three pieces of content hosted per month.
- Uncapped volume of leads.

Tier Three:

- £4,200 per month (*would equate to 60 leads using a CPL model*)
- Unlimited content hosted for duration of campaign.
- Uncapped volume of leads.

Companies supporting the tenancy model will still receive regular activity reports and updates on an agreed basis.

Research & Content Creation

You can commission a research led or thought leadership white paper about a topic that is relevant to your brand and interesting to our audience. All content will be written by our experienced editorial team, who will work with you to find topics. The white paper will be housed in Insurance Hound and promoted via content adverts on the relevant sites and emails.

Research

Bespoke research project including:

- Online surveys.
- Full market research including provision of raw data results and graphical presentation of the responses.
- Can be in association with Post or Insurance Age
- Conference call with the insurance editorial team to discuss survey topic and questions (between 10 and 15).
- Branded survey carried out by the Incisive Research team.
- Full email marketing campaign to drive responses to the survey/research.
- We would aim to deliver an average of 100 full responses but exact agreement is dependent on criteria of respondents requested.
- Results supplied to sponsor with possible editorial coverage.

Content Creation

- Conference held between all parties to agree on whitepaper direction/theme. This can be based on results from the research project above if this was a part of the campaign.
- Editorial staff to then put together first draft of the co-branded whitepaper piece (approximately 2000 words).
- Whitepaper designed and set into presentable format
- Once any amends etc are approved, whitepaper to be sent to:
 - o Sponsor – for own purposes.
 - o Insurance Hound campaign management team – for lead generation purposes.

Research led white paper cost £7,500

Thought Leadership White Paper cost £4,500

Lead generation packages are tailored in addition to the above.

For more information regarding lead generation opportunities, including; Research & co-branded Content Creation opportunities please contact sales@insurancehound.co.uk