



# Influencing the Influencers

Engaging Influencers & Decision Makers for Guardian Group Dental Program

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## The Challenge

Guardian's Group and Worksite Marketing Team had great digital content to promote their Group Dental program. However, they wanted to better understand the full impact of the content and how it could be improved.

Marketing was influencing a *B to B to B to C* model involving sales teams, brokers, benefits managers and their employees . As a result, the sales pathway often bypassed the website and sales attribution was a challenge. The marketing team knew their efforts were influencing offline sales, but by how much?



## Identified Needs

Needed the ability to deliver the right content based on segments and stages in the buying process.

Needed to better track effectiveness of online content, audience targeting and other marketing efforts.

Needed a measurement system which properly accounted marketing influence of online and offline sales.

## Activities



## Impacts

Developed web experiences for 3 segments at various stages of the buying process.

Allowed for better personalization and identification of sales disposition.

Worked with creative agency to develop brand content which encouraged two-way dialog.

Generated greater data on interaction and efficacy of content.

Developed halo and channel attribution models to determine offline and online marketing impact and channel effectiveness

Identified 10X improvement in total sales attributable to Marketing.

Designed metrics and continuous improvement program to manage and measure marketing effectiveness.

Over 200% improvement in campaign KPIs such as mail list signups and quote requests.

# Client Testimonial

"Quantum Sight has been a great partner in our marketing effectiveness journey. From initial assessment to transformation strategy, measurement and analytics, they have been critical to helping us achieve and demonstrate remarkable success. Our **KPIs increased dramatically as did our Marketing ROI.**

We **highly value our relationship with Quantum Sight** and appreciate where we have been able to take our programs with their guidance, collaboration and insight."

*-Phyllis Falotico, V.P. Group & Worksite Marketing*

# CASE SUMMARY

Marketing effectiveness meant **designing relevant experiences**, finding **target audience**, creating **two-way dialog** with audiences, and **leveraging data** to **continuously improve** it all.



Relationship Development - High Level Capabilities Assessment

Strategic Elements	Description	Current Progress
Optimize top of the funnel which attracts leads	Explore and test newer channels to attract leads and optimize current channel mix with appropriate analytical tools and technology	
Clear CX/ UX Vision and	A segment driven view of digital customer experience which addresses	

Best Practices

Digital measurement requires that all campaigns have clear objectives (Ideally, no more than two).

Campaign Objectives

	1 DEEPEN RELATIONSHIP	2 BUILD BRAND ADVOCACY	3 INFORM PRODUCT & SERVICES	4 DRIVE / SUPPORT QUALITY INQUIRIES
Home		✓	✓	
Product Overview		✓	✓	

Guiding Principles

Customer Interactions: As a customer interacts with Adobe thru different channels, we learn more about their segments, traits, habits...

Marketing & Rules Management: Audiences are defined and engagement rules are created to engage customers across channels.

HubSpot Experience Delivery: Personalized experiences are coordinated across touchpoints, leveraging centralized profiles and recommendation services.

Engage Customer

Stages of digital relationship development (Rethinking the Funnel)

**Attract Leads**  
Attract and engage with anonymous visitors who are seeking more information but are not yet ready to provide contact information.

**Develop into Prospects**  
Goal of this stage is to develop leads into prospects who are willing to identify themselves and engage actively on their terms.

**Promote into Opportunities**  
Identify prospects who are ready to develop a business relationship for transfer to account leads.  
• Lead scoring  
• automation

**Convert and Engage**  
Assist account leads to closing business and provide ongoing engagement with current partners.

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