

Insurance



We're a data and analytics firm obsessed with your policyholder experience. We are driven to turn data into powerful strategies that will deliver more relevant marketing and sales efforts to grow your acquisition efforts—and provide a lift to your marketing results.

Headquartered in Rochester, NY with a Boston office, we've worked with leading Insurance Marketers since 1985. Our team of dedicated Data Scientists, Marketing Operations experts and Marketing Strategy pros love to solve the gnarly problems of both Direct and Affinity Insurance marketers: How to integrate digital with the same precision as direct mail. How to manage data to support personalization across channels. How to measure attribution and lift to increase profitability. How to create a marketing machine that keeps running at the speed of change. Give us a call to find out how we do it at 585-242-4113 or visit us at www.sigmamarketing.com

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Rochester

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Boston

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Multi-Channel Activation



Better ROI
Data-driven Marketing
and Sales Support

Making marketing automation work in a highly regulated sales driven culture can be tough. Our campaign engineers can help. While we don't do the creative, we can help you build multichannel strategies that will lift your results across channels and deliver ROI .

Insights and Analytics



Stronger
Models and
predictive analytics

Segmentation and modeling will move the needle towards your acquisition goals. Time for a refresh? Our solid methods for testing and best-in-class marketing attribution measurement can provide long term growth for your programs and partners.

Streamlined Marketing Operations



Seamlessly Manage
complexity to
drive revenues

Dozens of groups? Millions of policy holders? Dozens of products?
Our marketing operations experts can help your team excel, or we can become our back office operations team.