



CLIENT CASE STUDY

VERTAFORE

As the largest insurance technology provider in the U.S., Vertafore's media presence needed to catch up and keep pace with its business.

Goal

Increase the quality of features and mentions in industry publications while driving a larger total share of voice (SOV) in the industry vis-à-vis primary competition.

Strategy

In order to dominate coverage in insurance publications, BPR first needed to make a case for why reporters should care about Vertafore's product and partnership news. While the media was well aware of Vertafore, they needed to understand how Vertafore played in to current trends and issues facing their readers. Armed with strong editorial relationships, BPR managed a campaign that delivered a steady cadence of corporate momentum news with industry thought leadership briefings and bylines from Q2 2014- Q2 2015.

Results,

In June 2015, Vertafore celebrated a milestone: 50 articles by the first week of June, a number that wasn't reached in 2014 until September. Other results included a 52% increase in total industry coverage and a 131% increase in features vs. mentions. Today, Vertafore enjoys 65% industry SOV compared to its top competitor.

Press Articles



[Vertafore's Answer to Google
Compare for Agents](#)

[Adapting to the Digital
Marketplace](#)

[How will NARAB affect
insurance broker
competition?](#)

[Vertafore Helps Insurance Firms
Keep Track of Data](#)