

# MARKETING EFFECTIVENESS MONITOR

A primer for an effective marketing strategy for commercial insurers, enabling marketing to become a more natural part of the business conversation.



Gracechurch



## Background

The Marketing Effectiveness Monitor provides empirical evidence to inform marketing teams about what is really working, their current market position and what to focus on next to reach their goals.

**What's the purpose of the  
Marketing Effectiveness Monitor?**

**To help marketers  
benchmark their  
market standing  
against the  
competition, provide  
evidence to fuel  
marketing strategies  
and justify investment.**

## How does it work?

The Marketing Effectiveness Monitor is based on four sources of evidence: qualitative, quantitative, benchmarks and analytical feedback with tailored recommendations. London Market placing and producing brokers from a range of business classes take part in comprehensive interviews to inform the Report.

## Why is it important to monitor the effectiveness of your marketing?

A structured and effective marketing strategy is an opportunity to combat the challenges that the industry faces. The ability to evaluate which marketing channels are best received and most effective is essential to planning marketing communications and ensuring budget is being spent efficiently.

# Key Measures & Data Evidence

for the Marketing Effectiveness Monitor:



## Brand Leaders

Cross-company  
comparisons of brand  
performance



## Choice Analysis

What is driving the  
brand forward and  
what is holding it back



## Distinctiveness

Identifies what makes  
your company stand  
out to brokers



## Communication

Which marketing  
activities have the  
highest impact on  
shortlisting

# Interested?

Speak to a member of the Gracechurch team to discuss your requirements. We can tailor research and advisory packages that will get the measurable results you need.

# Contact us



**Gracechurch.**

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