



NORTH AMERICA INSURER BRAND MONITOR

Independent benchmarking of insurer
brands in the US & Canadian commercial
markets



Gracechurch

An abstract graphic on the left side of the slide, consisting of several overlapping, semi-transparent geometric shapes in various shades of red and pink, creating a layered, modern look.

Background

The North America Insurer Brand Monitor is an independent, research-based programme designed to track and evaluate insurer brands through the eyes of brokers across the US and Canada.

How does it work?

We conduct interviews across the US and Canada to build up detailed insights on perceptions of the clients' brand.

You get access to all verbatim feedback, bespoke recommendations and analytics dashboards.

We offer in-person or online presentations where we discuss performance and issues emerging to help you and your team focus on the improvements that will make the greatest difference.

Why is it important

In an evolving insurance landscape, reputation and brand equity are powerful competitive assets. Understanding how your brand is seen—and how it compares to your competitors—is essential for driving market share, broker preference, and long-term growth.

This Monitor helps insurers:

- Pinpoint their brand strengths and weaknesses
- Understand broker decision-making
- Track the real-world impact of brand and marketing activity
- Benchmark performance across key reputation metrics

Key Measures & Data Evidence



Brand awareness and
market share



Broker consideration
& brand personality



Reputation scores &
service performance
benchmarks



Effectiveness of
marketing &
communications



Comparative analysis
across all key
competitors

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



Rebecca Yuska
Research Director
Gracechurch

E: ryuska@gracechurchconsulting.co.uk
W: www.gracechurchconsulting.co.uk