

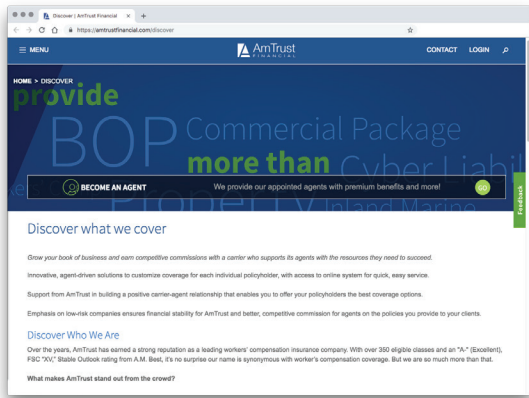


AmTrust
FINANCIAL

becoming an agent of strategy

AmTrust Financial, primarily recognized as a workers' compensation insurance provider, worked with akhia communications to grow awareness around its other lines of coverage, thus shaping its brand reputation as a multiline insurer while generating leads and attracting new agency appointments.

the quick take



tracking our results*

Through print, digital, search and social media, we identified and connected with independent insurance agents, encouraging them to get appointed with AmTrust.

11.3 million
impressions

12,315
landing page visitors

107
appointment forms
submitted

what drove our success?



well-plotted course
We examined the decision journey and determined how we would measure movement through each stage.



industry expertise
Our understanding of the market and ongoing relationships with media contacts led to a cost-effective media buy.



performance tracking
Monitoring the campaign allowed us to measure exposure, determine content relevancy, identify interest levels and gauge its overall impact.

*Ongoing campaign. Data shown is through October 2, 2018.

