

The Client



Atlas General Insurance Services' primary goal is to provide brokers and agents with a 360 degree insurance solution. Atlas offers a comprehensive range of services including: custom marketing, top-rated carriers, competitive commissions, dedicated business consultants, underwriters and sales team support.

Atlas specializes in Workers Compensation, General Commercial and Specialty Property.

The Executive



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Challenges

Atlas was looking for an *innovative marketing partner* that could help the company **expand product distribution and advertising nationally**. This partner should have a proven track record and should have an organized team that could *advise the company on email creatives, content, positioning and retail distribution*. In addition, Atlas needed a marketing solution that was multifaceted, focusing on both **mass and targeted advertising**.

Solutions

CompleteMarkets has **the largest retail agent distribution available, nationally**. They have a quality website with *easy navigation, comprehensive reporting and full support*. CompleteMarkets provides a dedicated Marketing Advisor and support team that is very hands-on and proactive. Between their email blast services and targeted social networking/community approach to marketing, Atlas was confident that CompleteMarkets was the right fit for its expansion plans.

Measuring Success

Atlas's key performance indicators are - Email open rates, incoming leads from the storefronts, incoming calls and submissions from Atlas's presence on CompleteMarkets. **We are very happy with the quality and quantity of leads** that are originating from our CompleteMarkets storefronts, email marketing pieces and advertisements.

Overall Experience

CompleteMarkets positions themselves as marketing partners with its clients and, in our experience, has delivered on that promise. Our interaction with all of their team has been pleasurable, informative and organized.

Would you recommend these solutions to other insurance wholesalers/marketers?

Absolutely!