

THE VIDEO MAP FOR INSURANCE AGENCIES



For agencies that already protect what matters...
but know that is no longer enough.

A BUSINESS OWNER'S GUIDE
TO THE MODERN INTERNET

Not For Everyone.



PROVEN IMPACT

Result That Reflect *Excellence*

Our data-driven campaigns are designed to attract, engage, and convert delivering measurable growth for your insurance agency.

STRATEGIC TARGETING



Reaching the right customers with precision and intent.

ENGAGING CONTENT



Compelling creative that builds trust and drives action.

MEASURABLE GROWTH



Consistent increases in visibility, engagement, and customer interest.

REAL BUSINESS RESULTS



Turning attention into quote requests, policy conversations, renewals, and long-term client relationships.

INSURANCE AGENCY PERFORMANCE OVERVIEW



Total Policies in Force

12,450

↑ +5.2%



Total Premium Revenue

\$298.4K

↑ +8.9%



Avg. Policy Value

\$76%

↑ +3.1%



New Applications

41

↑ +15.7%



Claims Processed

\$85.3K

↑ +4.4%



Policies Renewed

22

↑ +12.3%

DETAILED PERFORMANCE: UNDERWRITING & SALES

New Business
Quotes

78%

↑ +2.1%

Policy
Retention Rate

94%

↑ +0.8%

Cross-Sell
Ratio

\$52.7K

↑ +22.5%

Claims
Denied

36

↑ +14.8%

Agency OpEx
Ratio

\$115,409

↑ +6.1%

AGENCY INQUIRY VOLUME: PAST 30 DAYS



POLICY SEGMENTATION



- Personal Lines
- Commercial Lines
- Life & Health

TOTAL REVENUE

\$956,309

↑ +9.4%

More visibility. More engagement.

That is the art of results.

More policyholders.



The CUSTOMERChanged

Your customer is changing.

And if your agency does not change with them...
you will lose them.

The internet is no longer a place people visit.
It is the environment they live inside.

And inside that environment, everyone is competing for attention.

Businesses.
Creators.
Entertainment,
Algorithms.
Other agencies.

Everybody fighting to stay seen.

Which is changing the customer.

Shorter attention spans.
Need for instant answers.
Less patience.
More comparison.
Less loyalty.
Here today.
Gone tomorrow.

This is the new condition insurance agencies are operating inside.

We call it
*dispersed
attention.*



The INSURANCE AGENCY Problem

Most insurance agencies do not have a “quality” problem.

They have a recognition problem.

The coverage may be strong.

The service may be personal.

The agents may be experienced.

The advice may be dependable.

But from the outside, many agencies still feel the same.

Same stock photos.

Same coverage lists.

Same savings claims.

Same quote forms.

Same policies.

Same promises.

So the customer does not always choose the best agency.

They choose the one that feels safest.

The one they remember.

The one that made the decision feel easy.

That is where most insurance agencies are losing.

Not in the policy.

In the mind of the customer before they ever request a quote.



Dispersed Attention

Your customer does not interact with your agency in a vacuum.

They are experiencing life in real time.

Their mood changes.

Their needs change.

Their urgency changes.

Their attention changes.

The version of them scrolling Facebook at night is different from the version searching “insurance agency near me.”

The version watching a treatment video is different from the version comparing prices.

The version watching a protection tip is different from the version comparing prices.



Different moods.

Different levels of attention.

Different emotional states.

But most insurance agencies are still communicating the same way everywhere.

One message.

One format.

One type of content.

Hoping it lands with everyone.

*In the age of dispersed attention,
that is not enough.*

Insurance agencies need to communicate the same story through different formats, textures, lengths, and placements.



The Content Ecosystem

Modern insurance agencies can no longer rely on isolated pieces of content.

Because your customer is no longer experiencing your agency in one place, one mood, or one moment.

The agencies winning right now are building content ecosystems.

A content ecosystem allows the same story to follow the customer across the modern internet.

So when they sees your reel...
your ad...
your website...
your coverage video...
your client story...
your offer...
your follow-up...



the message feels *familiar.*

*Not random.
Recognizable.*

That is the shift.
You are not just posting content.
You are building familiarity before
the quote is ever requested.



The Realization

Most insurance agencies ask:
“What should we post?”

The better question is:
“Why does our agency not feel as trusted online as it actually is?”

Because attention is too expensive to gamble with.

Lost attention has a cost.

Lost recognition has a cost.

Lost trust has a cost.

And most insurance agencies do not feel that cost all at once.

They feel it slowly.

In fewer quote requests.

Lower-quality leads.

More price shopping.

Less customer loyalty.

By the time most insurance agencies realize they have been forgotten,
they are already trying to buy their way back into a conversation
they used to own.

That is why we built The Video Map.

So you can see the shift before it becomes expensive.

If this made immediate sense to you...
you are exactly who this was meant for.

Download The Video Map.

Book a conversation.

Or let's build yours.