

Allstate Insurance

Insurance Services Leader Gains Market Confidence

Our client needed a revamped corporate digital strategy to upgrade their dented performance and regain their market confidence. Uptown INC helped them analyze their current status and designed strategic internet marketing plans. We saw their brand performance and recognition soar.

Overview

1.65X increase in brand performance

40% increase in brand recognition

Project Details

Problem

Allstate Insurance, a leading home mortgages firm had lost a chunk in the market due to their dented performance. They were on a lookout for a new overall corporate outlook as well as digital presence.

Research

We applied a variety of strategical criteria to address Allstate Insurance's current portfolio and positioning. We based it on their overall future profit potential.

Consultation

Based on the search results, Uptown INC advised them to clarify business models, focus advertisement and marketing throughout digital platforms.

Outcome

Allstate Insurance implemented our recommendation strategies perform well for their business. Their google advertisement resulted in attracting a huge number of potential clients who they were able to convert into loyal clientele.