



Elephant Insurance Proves Marketing Return on Investment with a Weekly Brand Tracker



The marketing team at Elephant Insurance knows the power of customer feedback and surveys in building a brand. Elephant Insurance has used surveys and survey data to gauge awareness and sentiment throughout its 10-year history.

Jacob Wright, marketing coordinator at Elephant Insurance, had been leveraging Qualtrics to update the company's brand tracker. "The results we'd get from awareness surveys skewed to an older population, which affected the perception and sentiment results we had available for the brand tracker," Jacob says. The lack of specific audience targeting left the marketing team worried they were missing key insights about their efforts.

Building brand awareness in new designated marketing areas

Jacob began a search for a new platform that would enable the team to better target current and potential designated marketing areas (DMAs). The ability to scale surveys for specific audiences is vital in making the brand tracker relevant and applicable. "The tracker is how we validate the strategy and choices we make in marketing," Jacob says.



"There's both quantitative and qualitative applications—these surveys and numbers give us more guidance than focus groups."

Jacob Wright, Marketing Coordinator, Elephant Insurance

After reviewing multiple platforms, the team landed on SurveyMonkey as their new survey solution. Jacob felt a personal connection with the SurveyMonkey team and “we decided to move forward for the cleaner tools, better demographic cutting for filtering, and probably most importantly—a better price,” Jacob says.

Segmenting responses for immediate applicable insight

SurveyMonkey allowed Elephant Insurance to begin using weekly surveys, providing greater insight into subtle changes in perception. “With access to weekly insights, we’re able to give initiatives more time if we see there might be value that’s not surface level yet,” Jacob says.

The weekly surveys are built around 50 brand tracker questions encompassing awareness of the company’s offerings, perception of various insurance carriers, and the respondent’s intention to request a quote from Elephant Insurance.

Weekly dashboards are shared with the executive team to showcase recent insights and how things are trending long term. Since switching to SurveyMonkey, the team has seen several instances where better access to perception data translated to more informed decisions and ultimately a return on investment.

Validating marketing strategy through audience awareness and perception

At Elephant Insurance’s headquarters in Richmond, Virginia, the company already had strong brand awareness. The company purchased spots on a number of billboards in the area to see if this form of marketing would result in an aided awareness spike. Billboards in general can be a hard tactic to measure. Using SurveyMonkey, the team was able to sample specific audiences in the area and gauge changes in perception and awareness. At the end of the three weeks, Elephant Insurance saw increases in aided awareness, brand trust, and a decrease in risk. They also uncovered a significant spike in intent to quote numbers.

“SurveyMonkey helped us solidify that we were doing the right thing strategically,” Jacob says.

As the Elephant Insurance marketing team looks to the future, Jacob sees increased opportunity for ad hoc surveys covering timely, targeted questions affecting their current markets and ones they’d like to expand to.

“These types of surveys can give us a barometer of what messages are resonating so we can move forward with confidence,” Jacob says. “There’s both quantitative and qualitative applications—these surveys and numbers give us more guidance than focus groups.”

Company

Elephant Insurance

Strategic goal

Support marketing initiatives
Build brand awareness
End-to-end market insights

Solution

SurveyMonkey Audience

Success factor

Increased brand awareness

Looking for a better way to keep a pulse on consumer sentiment and awareness?
Learn more about [SurveyMonkey Audience](#).