



200% ROI from Targeted P&C Agent Data in the U.S.

How a Precision-Built Insurance Agent Database Delivered Measurable Return on Investment for a U.S. Insurance Software Platform

Industry: Insurance-Tech sector (Canada & the U.S. Region)

Target Audience: Independent Property & Casualty (P&C) agents and brokers across the U.S.

200%

Return on Investment from the List Purchase

100%

Verified Business Email Addresses in the Custom Database

↓ 40% Wastage

Significantly Reduced Data Wastage vs. Previous Purchases



Client Overview

A U.S.-based insurance network launching a new insurance software platform aimed at independent Property & Casualty (P&C) agents and brokers. The client needed an effective way to drive adoption of their software within this highly specific industry segment.



Client

U.S.-based insurance network launching a new insurance software platform for independent P&C agents and brokers



Target Audience

Independent Property & Casualty (P&C) agents and brokers across the U.S. with verified business email addresses, focused on decision-makers at actively operating agencies



Objective

Drive software adoption within a highly specific insurance segment by reaching only verified, software-ready agents through a precision-built, high-quality database

The Challenge

The client had previously purchased lists for promoting their insurance software rollout but faced poor engagement and low ROI. The primary issues stemmed from two compounding data quality problems that undermined every campaign before it even reached its intended audience.

Outdated Contacts

Many of the leads were no longer in business or were not relevant decision-makers. The result was wasted budget, inflated bounce rates, and outreach that never reached anyone capable of making a purchasing decision.

Generic Targeting

The lists lacked specificity, targeting a broad range of agents and agencies, which led to low response rates. Without segmentation aligned to insurance software adoption, campaigns reached the wrong people at the wrong firms.

"The primary issues were outdated contacts and generic targeting. The lists lacked specificity, targeting a broad range of agents and agencies, which led to low response rates and decreased ROI."

— Span Global Services, P&C Agent Data Engagement Summary

Previous List Approach vs. Span Global Precision Database

Data Dimension	Previous List Purchases	Span Global Custom Database
Contact Validity	✘ Many outdated or inactive	✔ Verified, actively operating agencies only
Email Deliverability	✘ High bounce rates	✔ 100% verified business email addresses
Audience Specificity	✘ Broad, generic agent lists	✔ Independent P&C agents and brokers only
Decision-Maker Focus	✘ Mixed with non-decision-makers	✔ Focused on decision-makers at active agencies
Software Adoption Alignment	✘ No segmentation by readiness	✔ Segmented for insurance software adoption fit
Data Wastage	✘ High wastage from irrelevant records	✔ Significantly reduced wastage
Campaign ROI	✘ Below expectations	✔ 200% return on investment

Our Solution

Span Global delivered a custom-built, high-quality database tailored to the specific needs of the client. Rather than repurposing an existing generic list, the database was purpose-built from the ground up to support the client's insurance software deployment strategy.

1

Independent Agents and Brokers Only

The list was curated to include only verified, actively operating agents and agencies. Every record represented a real, currently operating P&C agent or broker with the authority to evaluate and adopt new insurance software.

- Only independent P&C agents and brokers included in the database
- Actively operating agencies verified prior to inclusion
- Decision-maker contacts prioritized at every agency record

2

Verified Business Email Addresses

All contacts were thoroughly vetted for accuracy, ensuring clean and deliverable data. Multi-layer verification eliminated the bounce-rate issues that had undermined the client's previous campaigns.

- Multi-layer email verification applied to every contact record
- Invalid domains and hard-bounce addresses removed before delivery
- Database delivered campaign-ready with no additional cleansing required

3

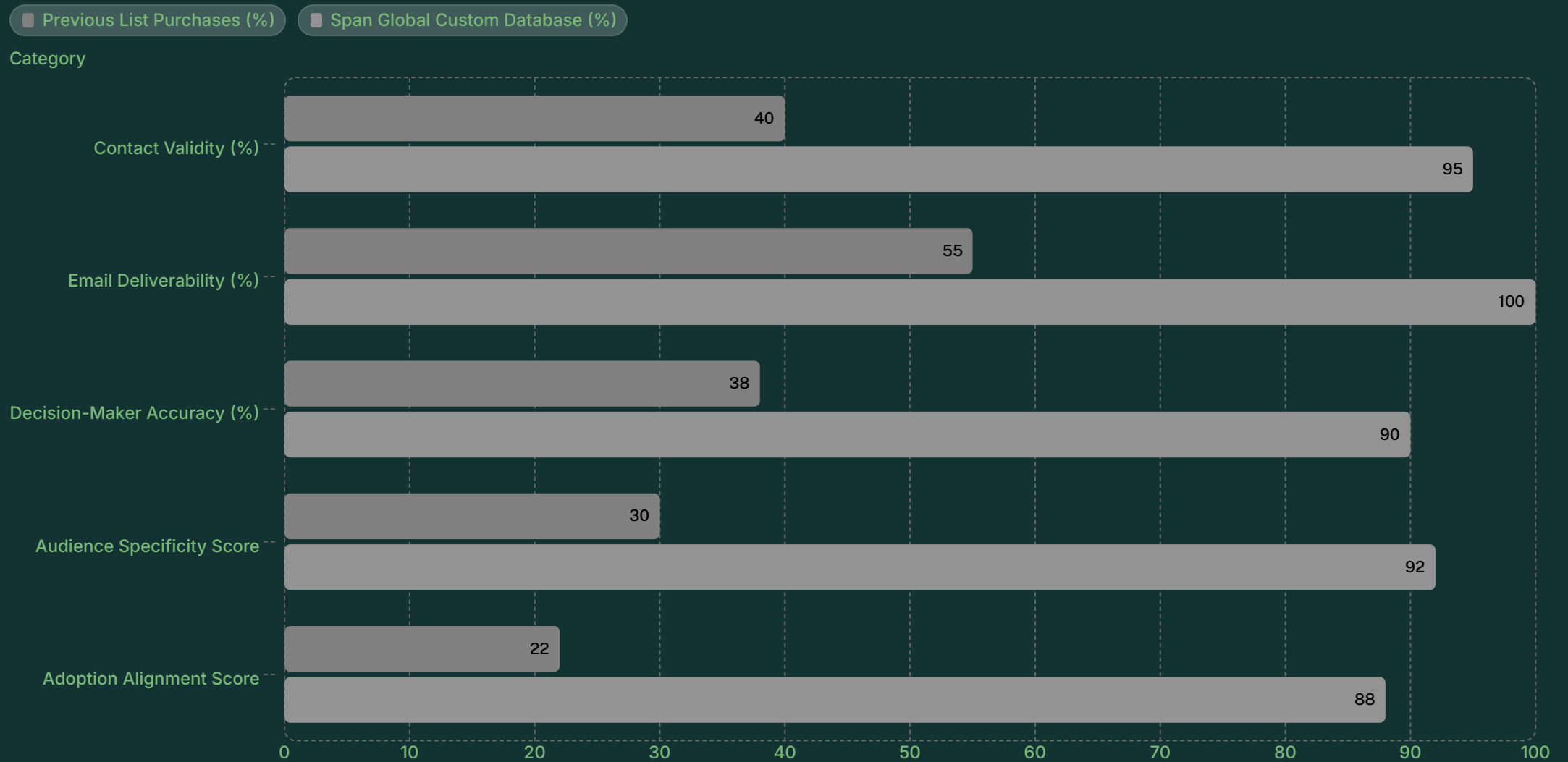
Segmentation Aligned to Insurance Software Adoption

The database was segmented to target agents and brokers who were most likely to benefit from the software. This ensured that every outreach effort reached contacts with a genuine fit for the client's platform.

- Segmentation criteria aligned to insurance software adoption readiness
- High-intent P&C agents prioritized within the final database
- Database optimized specifically for outbound marketing campaign execution

Database Quality: Previous Lists vs. Span Global Custom Build

Span Global's precision-built database consistently outperformed previous list purchases across every quality benchmark, from contact validity to adoption alignment.



Across all five quality dimensions, the Span Global custom database delivered scores more than double those of previous list purchases, with email deliverability reaching a perfect 100% and adoption alignment improving by over 300%.

The Results

The impact was immediate and measurable. By replacing generic, outdated lists with a precision-built database of verified P&C agents, the client achieved outcomes that previous campaigns had never come close to delivering.

200%

Return on Investment

Achieved from the Span Global custom P&C agent database, directly attributable to precision and accuracy



Strong Engagement

Qualified P&C agents showed strong interest, resulting in higher-quality conversations. The right contacts responded because the outreach was genuinely relevant to their role and needs.

100%

Email Deliverability

Verified business email addresses ensured every outreach had a genuine chance of reaching its intended recipient



Higher-Quality Conversations

Engaged agents were already software-ready, leading to meaningful discussions and faster conversions. Decision-makers who received the outreach could evaluate the platform immediately.

↓ 40%

Reduced Wastage

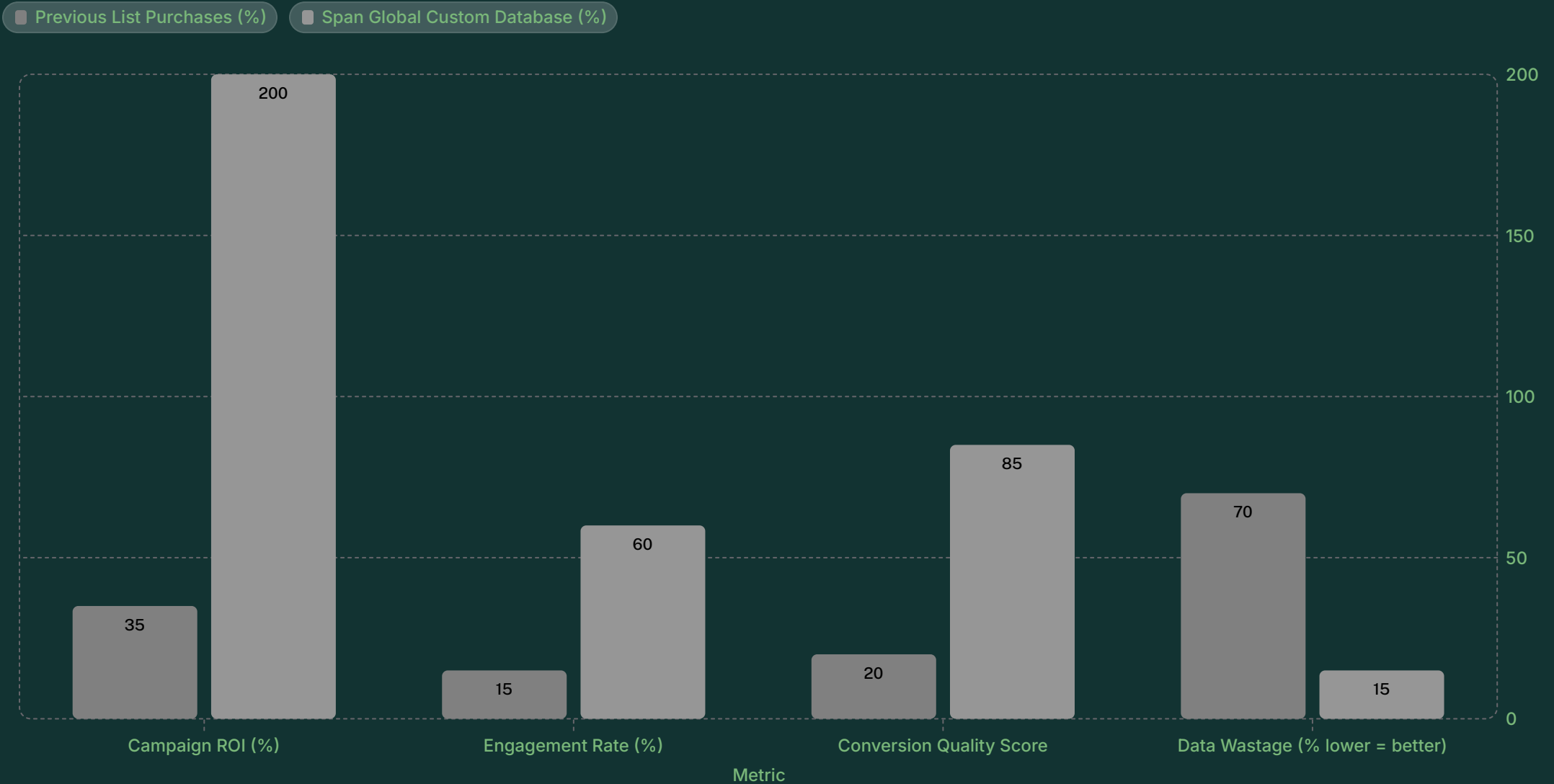
Data wastage dropped dramatically compared to previous purchases, redirecting budget into productive outreach



Reduced Wastage

Compared to previous purchases, there was far less wastage due to irrelevant or outdated data. Budget previously lost to undeliverable contacts was redirected into productive outreach.

Campaign Performance: Previous Lists vs. Span Global Precision Database

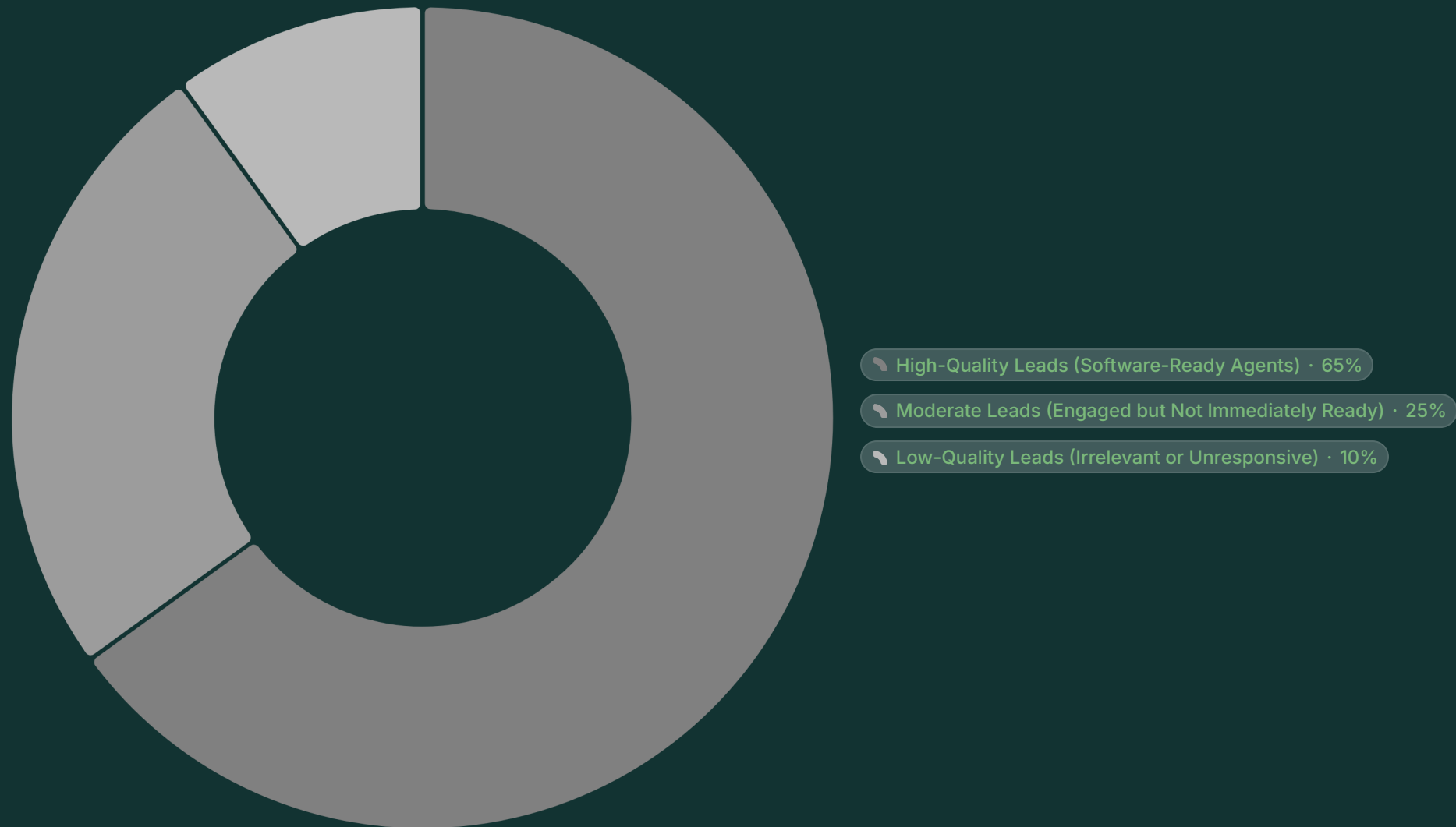


"The results proved that precision targeting backed by clean, relevant data was directly responsible for the substantial ROI and higher engagement. It is the difference between generating noise and achieving measurable revenue impact."

— Span Global Services, P&C Agent Data Case Study

Lead Quality Distribution

Using the Span Global P&C Agent Database, lead quality was dramatically improved across all categories.



- ✔ By using a precise, high-intent dataset specifically tailored to active P&C agents, the client was able to greatly improve the efficiency of their campaign. Precision targeting backed by clean, relevant data was directly responsible for the substantial ROI and higher engagement.

Key Takeaway: Why Precision Data Drives Insurance Tech ROI

→ Role-Specific Data Is Non-Negotiable in Insurance Tech

Broad agent lists fail because they do not distinguish between decision-makers and passive contacts, active agencies and inactive ones, or software-ready buyers and those with no adoption intent.

→ Verified Contacts Protect More Than Deliverability

Clean, verified email addresses prevent bounce-rate damage to sender reputation, preserve campaign budget, and ensure that every outreach effort has a genuine chance of reaching its intended recipient.

→ Segmentation by Adoption Readiness Accelerates Conversions

Reaching agents who are already software-ready transforms cold outreach into warm, relevant conversations. Faster conversions follow naturally when the audience is pre-qualified by intent.

→ Data Wastage Is a Hidden ROI Killer

Every irrelevant or outdated contact in a list represents wasted budget, wasted sales time, and a missed opportunity. Reducing wastage is as important as increasing engagement for overall campaign ROI.

→ Precision Targeting Is the Difference Between Noise and Revenue

In the competitive world of insurance technology marketing, leveraging accurate, role-specific agent-level data can mean the difference between generating noise and achieving measurable revenue impact.

Ready to Drive Real ROI from Your Insurance Tech Campaigns?

Contact Span Global Services to access a custom-built, verified database of P&C agents, insurance brokers, or any other role-specific audience in the U.S. and beyond. Precision data that delivers results from day one.

B2B Email Lists

Explore precision-built, role-specific email lists for insurance and beyond

Data Cleansing Services

Refresh and verify your existing databases to eliminate wastage and boost deliverability

Talk to Our Team

Speak directly with a data specialist to design a custom solution for your campaign

[Explore B2B Email Lists](#)

[Talk to Our Team](#)

Span Global Services

Precision B2B Data • Insurance Sector Targeting • Verified Agent and Broker Databases

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