

CORPORATE MARKETING & BRANDING

Brand Champions • Marketing, Communications and Design Experts • Strategic Business Partners



GAIG.com

2.1M+ Page Visits

89,300 Average unique visitors per month

25,174 Sessions generated from email

13,472 Sessions generated from social media

~50% Web traffic generated from organic search

52% Increase YoY

Achieved **A/AA accessibility rating** across all enterprise websites

Email*

3M+ Emails Delivered

559 Campaigns sent

36% Average open rate
31% Industry Average

5.5% Average Click-Through Rate
Compared to industry average of 2.8%

* Data affected by Credit Card Transition to One Inc.

Social Media

627 Social Posts

19% LinkedIn follower growth

Our growth is keeping pace with competitors:

13% Travelers

18% Chubb

22% The Hartford

28% Increase YoY



9.2% Average Engagement Rate
Compared to industry average of 1.5%

Strategic Initiatives

Credit Card Transition to One Inc.

17 Business Units Affected

12 Emails

4 Mailings to 30k+ Recipients

4 Billing Inserts

\$7M+ Anticipated Savings

New Great American Ball Park Signage

44% increase YoY

\$46M in Media Value



Launched the full-scale rebrand of **Great American Employer Health Solutions**

Photography and Motion Graphics

212 Professional Portraits Captured

20 Event Photos Captured

45 Videos Produced or Updated

70% average attention span over all videos
50-70% is considered "strong"

Top 3 Performing Videos



1 Property & Inland Marine 35th Anniversary



2 Corporate Claims: How to Report a Claim



3 GAIG: The Numbers Tell a Story

Marketing Committee

88 In-person Attendees (August)

404 Virtual Webinar Attendees (Feb/Apr/Jun/Dec)

118 Small Group Cohorts Attendees (Jun/Jul/Aug/Oct)

932 TOTAL HOURS of learning, including Webinars and In-person Meeting

Marketing Minute

1.2K+ Recipients (Mar/May/Jul/Oct)

44% Open Rate