

Content Distribution for Insurers

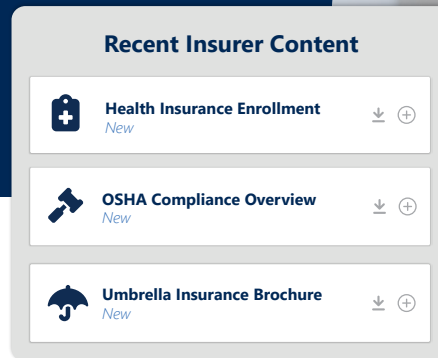
Connecting Your Content with a Broad Network of Insurance Agencies

As an insurer, you know that content is golden. Carefully crafted resources can help consumers understand coverage options, reduce risk, and follow best practices for health and safety – all while boosting your organization’s name and reputation. But even the best content has little impact without distribution. And getting these resources to consumers can be challenging.

Enter Content Distribution for Insurers. It connects your content to a network of thousands of insurance agencies using Zywave’s Content Cloud, giving your resources the boost they deserve. Agents and CSRs can then deliver that content to their clients – the consumers you’re trying to reach.

Plus, Content Distribution for Insurers includes comprehensive reporting capabilities. It’s the innovative platform your content can’t do without.

Taking Your Content Resources to the Next Level



Dynamic Distribution Controls

Connecting your content to the right audience is important. Upon import, easy-to-use controls allow you to determine which types of agencies can access your content, and which assets they can access.

Intuitive Search Functionality

Optimal results start with intuitive visibility. Thanks to the search capabilities in Zywave’s Content Cloud, agents looking for the topics you cover can surface your content in an instant. Your content can also appear in top-five lists for featured and popular content, based off search and utilization data.

Next-Level Reporting

No more jumping through hoops to see how your content is performing. A built-in reporting dashboard includes such measures as impressions, shares, and downloads for distributed content. You can also see the number of agencies that have viewed your shared assets. And this information can be exported for offline analysis.