

**CASE STUDY SERIES** >>

# Level Up Talent Acquisition

## With Data-Driven Digital Recruitment

### OPPORTUNITY

A nationwide carrier had a new product launch on the horizon with an immediate need to ramp up their salesforce. Recruiting the best agents was key for the success of the company.

### CHALLENGE

Traditional recruitment methods became obsolete and couldn't serve their needs. To cope with the digital transformation developing across all business and social sectors, the client needed a new recruitment solution to level up their talent acquisition process. They contacted RGI for a solution.

### SOLUTION

RGI utilized a strategic targeting combination.

- (1) A collaborative client-based strategy to determine the type of agent they needed.
- (2) Our highly proprietary agent and consumer database of over 300M individuals and 300+ attributes.

The campaign targeted successful, licensed, independent life and health insurance agent prospects across 23 states.

### IMPLEMENTATION

Through a series of welcome and nurture email campaigns, deployed twice weekly, prospective agents were invited to join the team and sell the new supplemental insurance products.

### RESULTS

The campaign yielded immediate positive results in the first 10 weeks, and remains an ongoing digital recruitment campaign.

