

# Insurance Leader Slashes Invalid Leads and Cuts Acquisition Costs with FirstHive CDP



A leading national general insurance provider, offering a range of personal and commercial insurance products, faced growing costs in managing and qualifying incoming leads—especially as lead volumes surged from digital and offline sources.

## Result Metrics

### What Success Looks Like with FirstHive

It’s not just automation – it’s intelligent engagement at scale

70%

Reduction in Invalid Leads

12%

Cut in Lead Acquisition Costs

Significant

Boost in Lead-to-Conversion Rate

“FirstHive reduced our lead generation costs dramatically by eliminating invalid leads at the source and helping our call center prioritize effectively.”

– Head of Marketing & Digital, Leading General Insurance Company

## Business Challenges

As lead inflows increased, so did the costs associated with qualifying them. The company faced a growing burden on its call center teams who were operating without visibility into:

- Lead sources or acquisition journeys
- Customer interactions with sales reps or online portals
- Purchase drop-offs or online behavior trails

This lack of insight led to:

- Redundant efforts in calling invalid or low-quality leads
- Inability to personalize outreach or assist with in-progress purchases
- Missed opportunities for upsell or cross-sell with existing customers

Ultimately, this led to poor lead qualification and significantly higher acquisition and call center costs.

## Business Impact

By leveraging FirstHive’s AI-powered Customer Data Platform, the insurer achieved a significant operational and financial turnaround. The solution not only improved lead quality but also optimized resource allocation—resulting in lower costs, higher efficiency, and better conversion outcomes.

- **70% reduction** in junk and invalid leads reaching the call center
- **12% decrease** in lead acquisition and operational costs
- Significant **improvement in lead-to-conversion ratios**
- **Smarter allocation of call center resources** through AI-led prioritization

## Solution Provided by FirstHive

The company implemented FirstHive Customer Data Platform (CDP) to orchestrate and optimize the entire lead qualification journey—across inbound, outbound, and digital channels.

### Unified Lead Profiles and Data Integration

To create a single source of truth, FirstHive unified customer data from multiple systems into comprehensive profiles.

- 360° profile combining CRM, campaign, and behavioral data
- Integration with website, lead capture forms, CRM, and call center systems
- Real-time data updates across all engagement touchpoints

### Intelligent Lead Orchestration and Journey Tracking

The platform tracked every interaction throughout the lead lifecycle to ensure relevant, timely engagement.

- End-to-end customer journey orchestration from initial click to purchase intent
- Resume abandoned purchase journeys with contextual triggers
- Automated routing and disqualification of invalid leads using AI

### AI-Driven Lead Scoring and Prioritization

Advanced AI models scored leads to identify high-value prospects and optimize outreach efforts.

- Predictive models using CLTV, engagement scores, and drop-off signals
- Real-time lead scoring and segmentation for marketing and telesales teams
- Reduced manual effort and minimized contact with irrelevant or duplicate leads

With FirstHive’s CDP and AI layer, this insurer was able to replace guesswork with datadriven qualification—bringing intelligence and automation to every lead touchpoint. By embedding journey context and predictive scoring into the process, they achieved faster conversions, better customer experiences, and leaner operations.