

The Insurance Measurement Gap



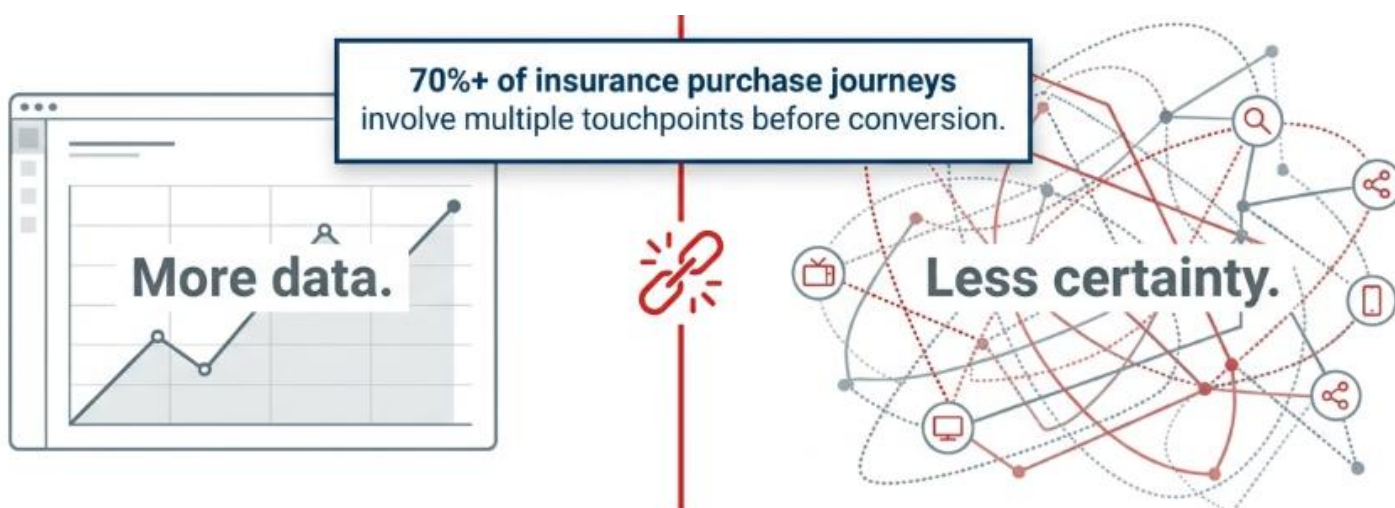
Why East Africa's Insurers Are Spending Millions Without Knowing What Drives Growth

When customers see a TV ad, search on Google, speak to an agent, receive a referral, and buy 3 months later – **which channel gets the credit?**

Insurance marketers have more data than ever – but less certainty about what is driving premium growth

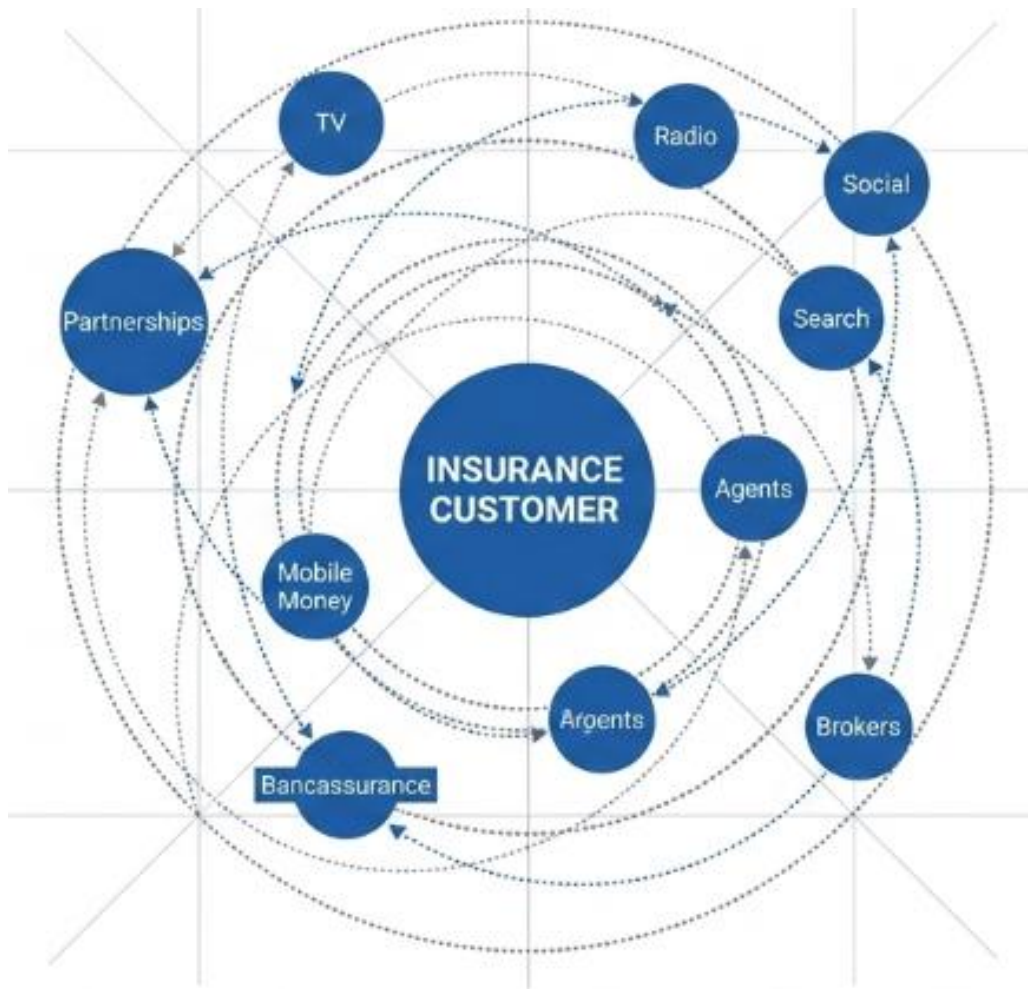
Marketing performance is being reported.

Marketing impact is often not.



The future competitive advantage in insurance will not be media buying. **It will be measurement.**

Insurance is under pressure to grow faster than the market



Across East Africa:

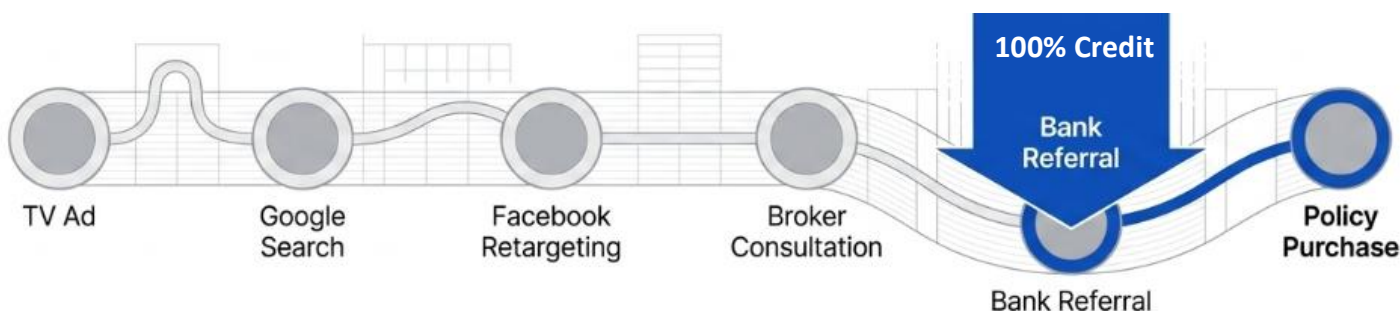
Insurance penetration remains low | Customer acquisition costs are rising | Competition is increasing | Digital adoption is accelerating | New distribution models are emerging.

The more channels insurers use, the harder it becomes to know what **actually drives growth**.

The Attribution Problem: Insurance journeys rarely happen in a straight line

Which channel gets the credit?

The Broken Attribution Chain



Most attribution systems will over-credit the final touchpoint while undervaluing the channels that created demand.

Insurance is one of the worst industries for **last-click measurement**.

Leads are not premiums

Optimizing for lead volume creates a dangerous illusion of growth.



Many insurers optimise for lead volume while executives care about premium growth.

The Diagnostic Matrix

Metric	What it Measures	What it Doesn't
Clicks	Interest	Revenue
Leads	Enquiries	Conversion
CPL	Efficiency	Profitability
Impressions	Reach	Growth
Premium Growth	Business Impact	

The **metric** being measured is often not the **outcome** being managed.

The channels driving sales are often **invisible to attribution systems**



These factors influence demand but are **rarely** captured in digital dashboards.

Privacy changes are making attribution even harder

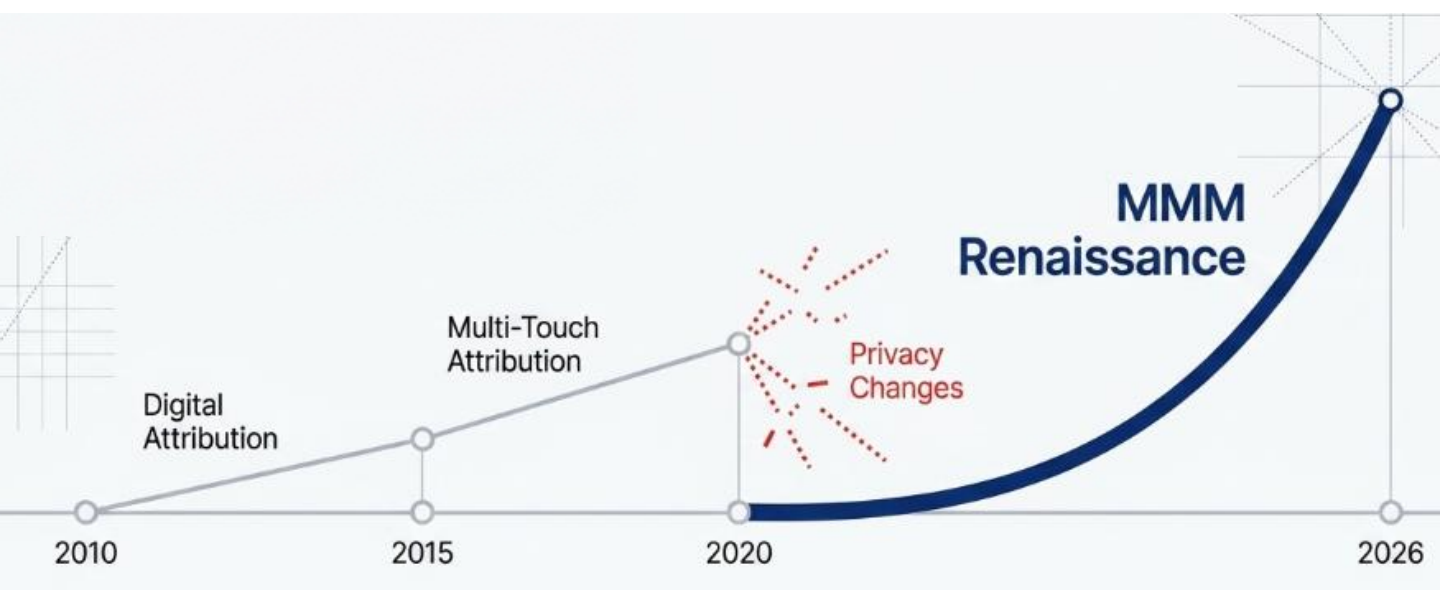
Old World vs. New World Tracker



Platforms can report what happened on their platforms.
They cannot explain **total business impact**.

The industry is moving from attribution measurement
to **contribution measurement**.

Global advertisers are returning to Marketing Mix Modelling (MMM)



The world's largest advertisers are increasingly using MMM to answer:

Which channels drive growth? | Where are diminishing returns appearing? | How much should budgets change? | What is the incremental impact of marketing?

The question is no longer: "What generated the click?"
The question is: "What generated the growth?"

Misallocation is more expensive than underinvestment



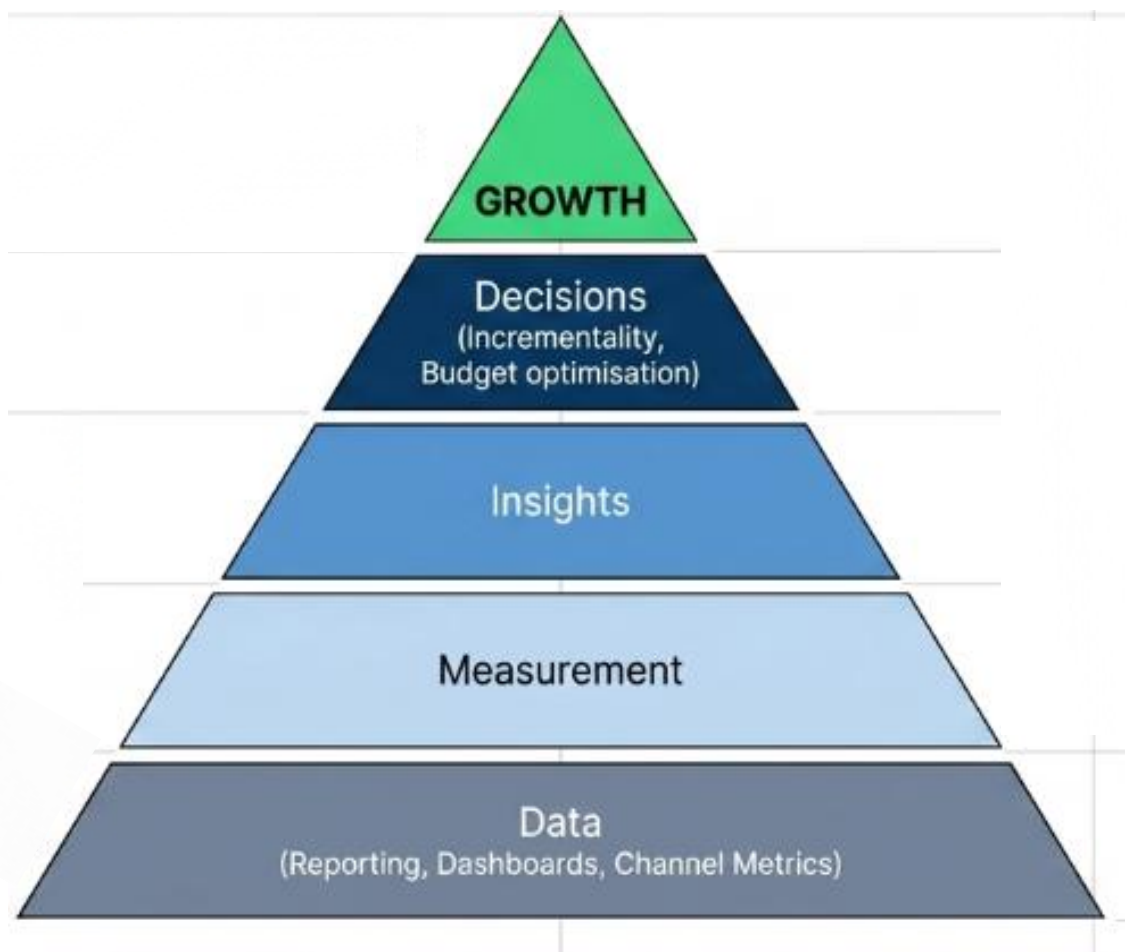
When measurement is weak:

- High-performing channels are underfunded
- Inefficient channels remain protected
- Budget decisions become subjective
- Growth slows despite spend increases

The biggest growth opportunity may already exist
within current budgets.

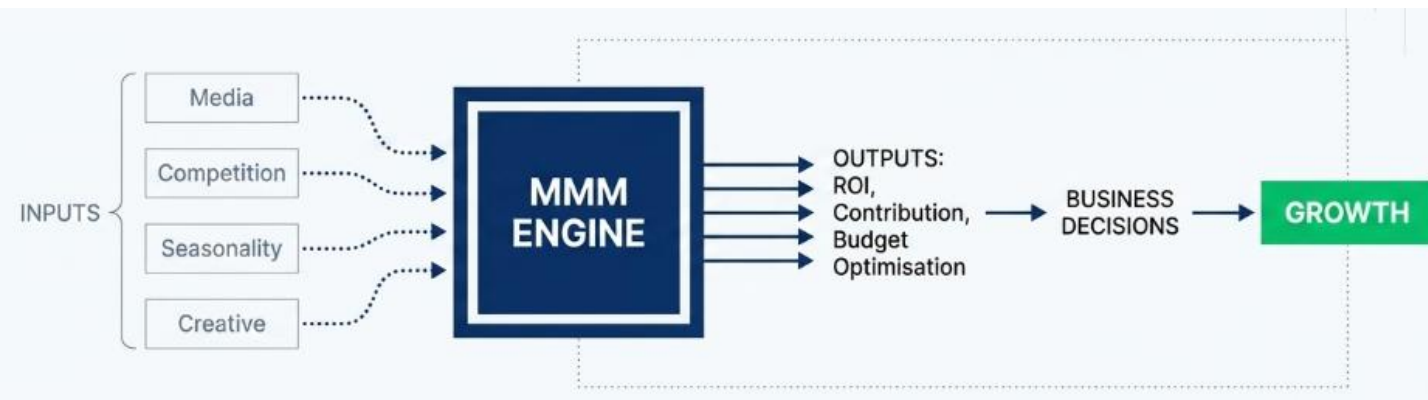
The future belongs to organizations that can connect spend to growth

Data without refined measurement is **noise**.



Measurement should not explain what happened.
It should inform what happens next.

Introducing Datalytics MMM: From Marketing Spend to Business Impact



BENEFITS:

- ✓ Understand what drives premium growth
- ✓ Identify diminishing returns
- ✓ Optimise future media allocation
- ✓ Quantify contribution across all channels
- ✓ Improve marketing ROI

In a world where every channel claims success, **MMM reveals what actually drives growth.**

CONTACT US

**For brands that are ready
to scale and drive real
impact, let's connect**



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