



# American National

Founded in 1905, American National's nationwide network of agents offers clients life insurance, annuities, homeowners insurance, auto insurance, classic car insurance, insurance for agri-business and targeted commercial exposures, and other insurance-related services. Each agent serves individuals, families and business owners in their local area.

## CHALLENGE

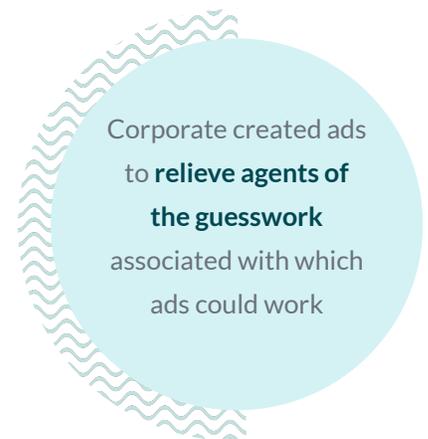
American National wanted to find an efficient way to grow the visibility of their multiple line agents. Initial Facebook ad campaigns fell short and were ineffective because the ads built were not customized, agents were intimidated by the technology, and ads were linking back to the corporate site. The need for customization and localization was identified but not available at an individual advisor level.

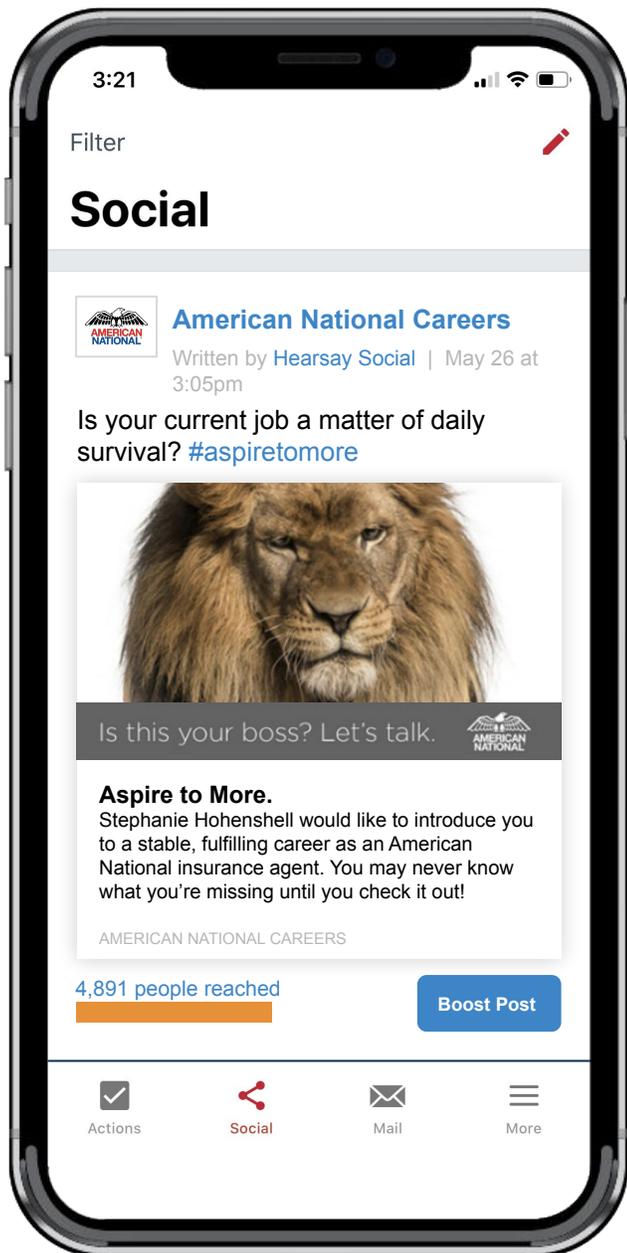
## SOLUTION

Using Facebook Corporate to Local ads with Hearsay Social, the American National multiple line marketing team can now create ads and campaigns that would link to local agents' websites without the need for agents to lift a finger. A pilot of the program, relieved agents of the guesswork associated with which ads could work. To test the program, two campaigns were developed; one to recruit new talent, and the other to increase awareness of their agribusiness insurance focus in key states. Multiple versions of the ads were used in the campaigns to assess the effectiveness of keywords and images.

## RESULTS

The pilot was a success with agents who were part of the program experiencing up to 2232 percent more visits to the agent's local website from multiple devices: desktops, laptops and mobile phones. The significant spike in traffic met the original objectives and based on the success of the program, American National is preparing to do additional campaigns, expanding their audience reach with additional agents that are eager to participate.





“We didn’t realize how hard it was for agents to advertise on Facebook until we had this solution from Hearsay Social. This program has allowed us to efficiently generate traffic and awareness for agents, at very low cost.”



**Christy Morgan**  
Social Media Specialist  
American National

Find out how Hearsay can help your advisors and agents, contact us at:

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#### ABOUT HEARSAY SYSTEMS

Hearsay Systems is reinventing the human-client experience in financial services. The Hearsay Client Engagement Platform empowers over 200,000 advisers and agents to authentically and intelligently grow business relationships by proactively guiding and capturing the last mile of digital communications. The world's leading financial firms—including Allstate, New York Life, Morgan Stanley, and Charles Schwab—rely on Hearsay's SaaS platform to scale their reach, optimise sales engagements, and deliver exceptional client service in a consistent and compliant manner. Hearsay is headquartered in San Francisco, with globally distributed teams throughout North America, Europe and Asia.

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