

**CISION**<sup>®</sup>

CASE STUDY



**Cision Gives  
'Results-Driven' ProSight  
the Tools to Prove ROI, Achieve Goals**

# Background

Founded in 2009 and headquartered in Morristown, New Jersey, ProSight Specialty Insurance is a modern-day property and casualty insurance company dedicated to the needs of niche businesses.

July of 2019 marked a turning point for ProSight. The company had just made its initial public offering (IPO) and, with more media attention on them than ever, needed a clear communications and media outreach strategy to manage their brand.

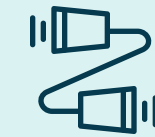
*“Not only have we seen better year-over-year media results, but we’ve achieved those results while generating significant savings (in the six figures).”*

– Joe Hathaway  
Corporate Communications Director  
ProSight Specialty Insurance

## BY THE NUMBERS

- **SHARE OF VOICE:**

Grew from 1% in 2019 to 5% in 2020—a **400% YOY growth**



- **KEY MESSAGE RESONATION:**

**Grew 9% from 2019** (“An organic result of our improved media engagement thanks, in great part, to Cision.”)



- **PRESS RELEASE VIEWS:**

**Increased over 200%** from 2019 to 2020



- **EARNED MEDIA:**

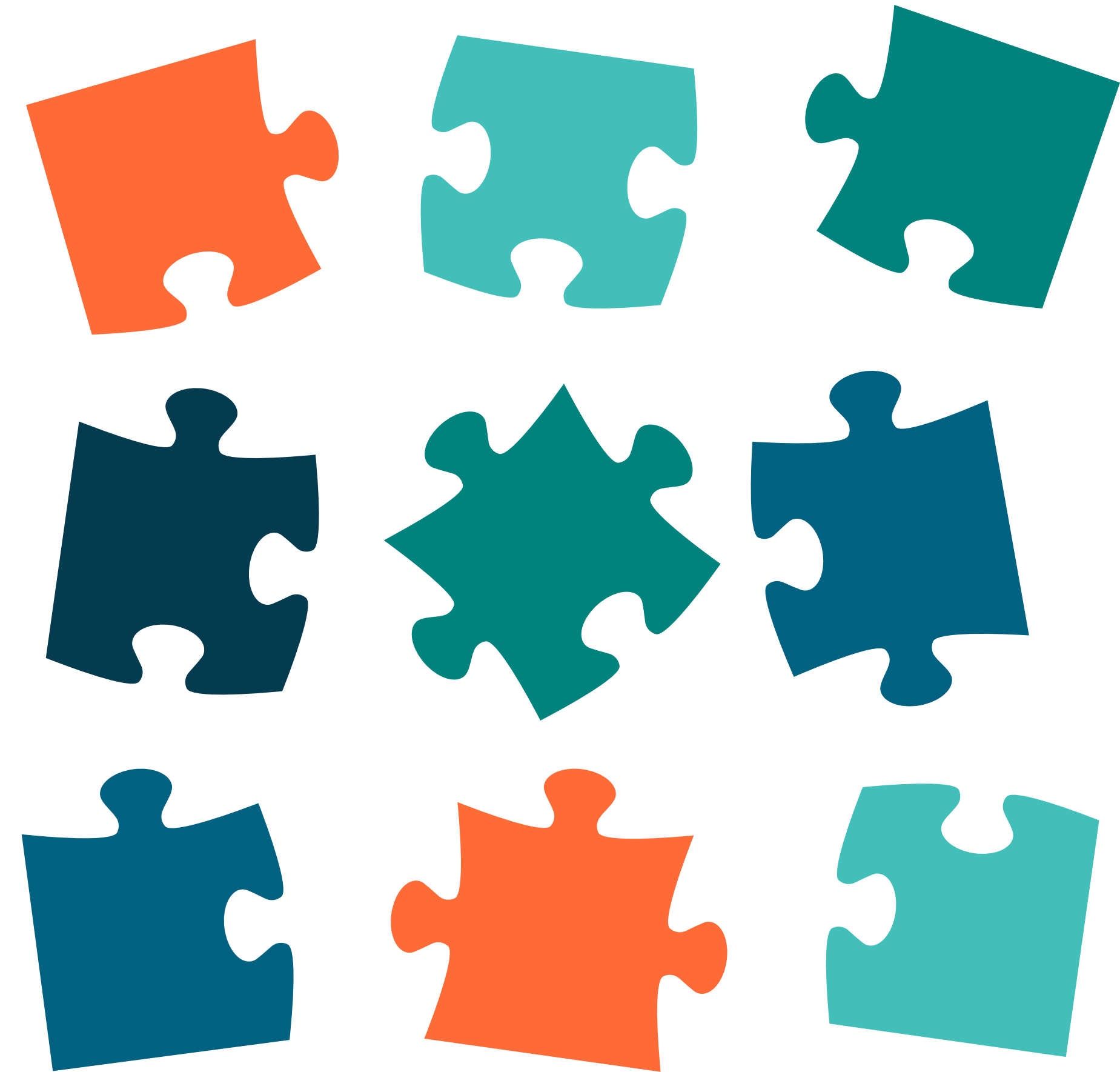
ProSight saw a **38% year-over-year increase** from 2019 to 2020



# The Challenge

At the time, Joe Hathaway had just joined ProSight to lead the company's newly formed – and very lean – corporate communications team. Coming into his new role, one of the very first challenges he faced was a familiar one for PR and communications professionals: Proving the ROI of his team's efforts and the value they're providing to the business.

The fact that ProSight serves customers in over 30 niches added another level of complexity. "The ability to be an effective communicator – in all of the industries that sit under our roof and are all important for our business' success – is a challenge," Hathaway says. Hathaway knew right away that in order to do his job well and meet these challenges, he was going to need tools to reach vast and different audiences, and comprehensively measure and monitor impact.



## The Solution

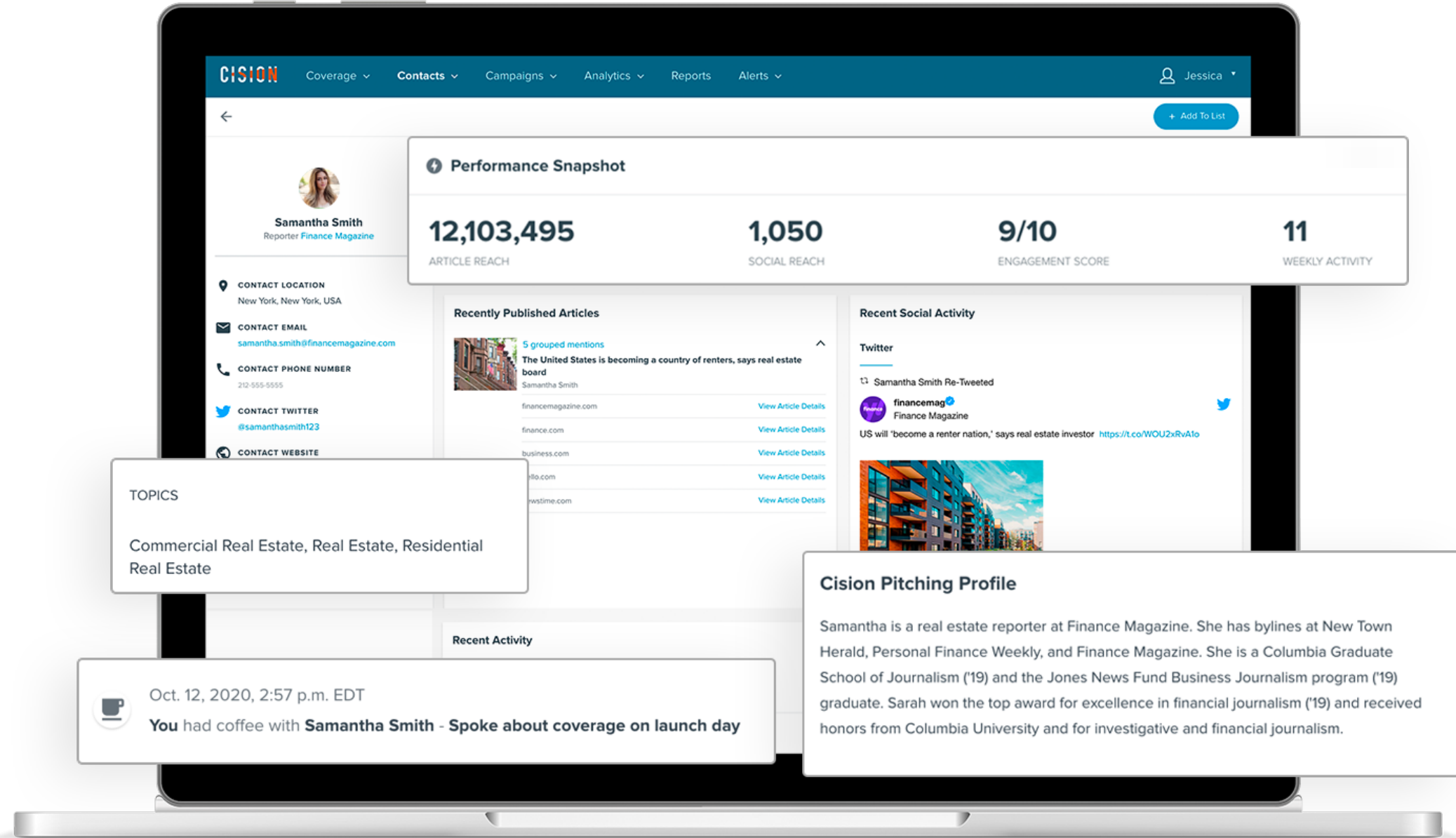
Almost immediately after Hathaway joined ProSight, he called on Cision, whose services he had used at a previous company. Prior to Hathaway's arrival, the company had never used a formal media monitoring tool, let alone a platform with the breadth of offerings like the next-gen Cision Communications Cloud. While ProSight was working with an agency to distribute press releases, they did not have a formal team in place with a clear media outreach strategy, nor were they actively measuring the impact of their media outreach efforts.

Cision's media monitoring and analytics tools enable users to track metrics such as share of voice, social engagement, search engine optimization and referrals from earned media to company websites. These tools gave ProSight immediate insight into the results of their press campaigns and a better understanding of the conversations happening around their brand. Interactive dashboards gave them a clear, accurate view of their earned media coverage and the ability to keep a pulse on the various industries they serve. They were also able to export



executive-ready visibility reports to effectively show ProSight’s leadership team the impact of their efforts and the business value.

Using the media contact database, they were also able to tap into Cision’s network of 1 million journalists and media outlets, get up-to-date contact information and get insight into the best way to reach out via pitching profiles. The database also enabled them to quickly narrow down searches and provided metrics to ensure they were reaching the most relevant people. This became a critical tool for ProSight, whose vast clientele span various industries and beats. They were able to expand their outreach targets while honing in on those that would be most productive in driving ROI.



# The Results

By introducing Cision's comprehensive media monitoring and measuring tools, along with distribution through PR Newswire and the media contact database, ProSight was able to quantify the results of their efforts, gain the necessary insight to better serve their customers, and build a framework for their 2021 PR strategy.

"The dashboard and visibility report functions gave me superb metrics to build my year-end reporting," Hathaway says. The dashboard is particularly helpful in enabling ProSight to keep a pulse on the over 30 niche industries they serve. "We can go into the dashboards any time and see what the issues and current trends are [in each industry]," Hathaway says, "The research [we can do] extends into the types of content we want to talk about, not just the basic stuff of 'who do we need to target?'"

Cision's media database enabled ProSight to streamline their approach further, enabling Hathaway's team to find the right people to reach out to, understand the most effective

messages to communicate and immediately see the results of their outreach efforts. (Without this tool, this task would have been nearly impossible for the small communications team at ProSight, where the customer base spans over 30 niches.)

## EXTRA PERKS

Beyond the software capabilities, a major benefit ProSight gets out of working with Cision is the customer-client relationship. Hathaway says he feels confident going to his rep at any time to share insight and best practices, and she always delivers. **"It helps me sleep at night knowing we're working with a good partner, one who really goes above and beyond for us,"** Hathaway says.

With a better understanding of where their outreach efforts would have the most impact and the right messages to send, ProSight saw a remarkable uptick in press release performance. (The agency ProSight previously used had also relied on PR Newswire services to send press releases, which gave the communications team a baseline to compare to their press release performance from 2019 to 2020.) Compared to 2019, in 2020 ProSight saw a 38% year-over-year increase in proactive, earned media and an over 200% increase in press release views with the combined distribution power of PRNewswire and the insights and outreach from Cision Communications Cloud.

“Not only have we seen better year-over-year media results, but we’ve achieved those results while generating significant savings (in the six figures),” Hathaway adds.

Cision Communications Cloud gave ProSight the metrics they needed to not only see the results of their efforts, but prove the value of their communications and outreach efforts to the overall business. “At ProSight, we’re a very results-driven

organization, so if you’re a function that can’t really quantify results, it’s harder to be successful. Having these hard numbers... undoubtedly increases the legitimacy among the leadership in the organization of what we’re doing.”



# Next Steps

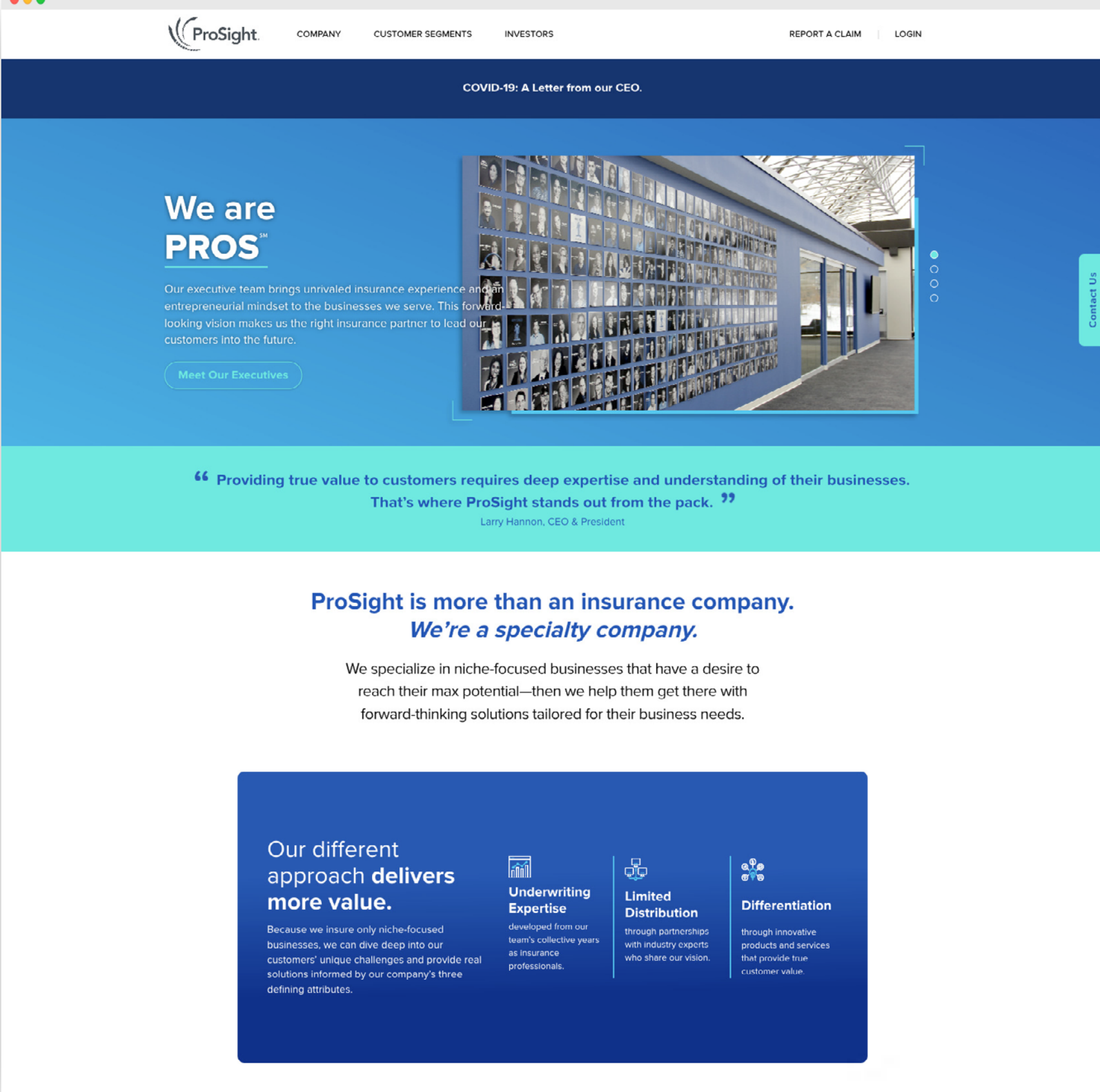
While 2020 was largely about measuring, monitoring and “putting hard data behind our efforts,” Hathaway says their focus for 2021 will be on comparing metrics, refining a strategy and growing opportunities. In fact, ProSight has already invested in a new measurement tool: web conversions. “Going forward, we now have the tools in place to measure our efforts effectively. With web conversions, we’re going to have an additional tool in place to measure more even more effectively.”





# About ProSight Specialty Insurance

Founded in 2009 and headquartered in Morristown, New Jersey, ProSight is an entrepreneurial property and casualty insurance company that designs insurance solutions intended to help customers improve their business and realize value from their insurance purchasing decision. The company focuses on select niche industries, deploying differentiated underwriting and claims expertise with the goal of enhancing each customer's operating performance. ProSight's products are sold through a limited and select group of retail and wholesale distribution partners.





As a global leader in PR and marketing communications technology and intelligence, Cision helps organizations share news, amplify brands, and influence target audiences to drive business results. Newswire distribution, a network of over 1.1 billion influencers, in-depth monitoring and analytics, and social media management headline a one-stop solution suite. Cision has offices in 24 countries throughout the Americas, EMEA, and APAC.

For more information about Cision's award-winning solutions, including its next-gen Cision Communications Cloud®, visit [www.cision.com](http://www.cision.com) and follow Cision on Twitter [@Cision](https://twitter.com/Cision).

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130 E Randolph St. 7th Floor Chicago, IL 60601, USA | 866.639.5087

