

“We have an agent award ceremony annually, and it’s no surprise that our top producing agents are also top users of the platform.”

Adam J. Clark, MA
Senior Manager - Agency Marketing Services



**BROTHERHOOD
MUTUAL®**

THE CHALLENGE

Brotherhood Mutual Insurance Company has more than 100 years of experience in providing property and liability insurance to over 65,000 of America’s churches and related ministries in approximately 47 states as well as the District of Columbia. To accommodate their mission, they need to work seamlessly with independent agents who need to combine Brotherhood Mutual’s branded product information, personalized for the agent, and created at a moment’s notice.

The challenge was keeping up with that demand. Like many other of our customers, Brotherhood Mutual’s marketing team became overwhelmed with the time-consuming task of trying to accommodate branded collateral to the hundreds of agents and customized for the thousands of churches and ministries throughout the U.S. They needed a hub that would allow their agents to brand, print and download materials in a just-in-time fashion.

THE SOLUTION

That’s where Distribion came in. We were able to work with Brotherhood Mutual to streamline their collateral production and thus reduce the time to market for

common customization requests to their marketing team. Through Distribion’s Distributed Marketing Platform (DMP), the agents were able to access branded marketing materials, where they could then create personalized, co-branded material with just a few clicks.

As a result, Brotherhood Mutual saw their adoption, engagement and conversions grow.

THE RESULTS

As devout users of the platform, Brotherhood Mutual is seeing results with their agent usage too.

90% of their users have adopted the platform.

Top agents in sales conversions use the platform daily.