LinkedIn Sales Solutions

Making Connections Matter

Why the insurance industry is calling for deeper relationships

Next-level client connections

Client relationships in the insurance sector have changed. The number of digital connections being made has soared, but it means that having a strong online presence is no longer a differentiating factor. The era of connecting with clients will see professionals building stronger, longer-lasting relationships that ride out the highs and lows of macroeconomic challenges.

That is why LinkedIn is building the world's first deep sales platform. It goes beyond sending you relevant names, job titles and company information — all to pinpoint people who may be interested in risk mitigation services. Instead, it uses first-party data provided by the individuals themselves to give you deeper and more accurate insights on your target accounts, and the decision makers working there.

A reliable partner in turbulent markets

The insurance industry has risen to the challenge of digital ways of working. In doing so, many have streamlined time-consuming tasks and are now equipped to meet the demands of a growing, digital-native audience.

These efficiencies will only continue as the rise in InsurTech reaches new heights — and we know it will: InsurTech raised $10.7 billion in the first three quarters of 2021 alone.[1]

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Economic headwinds challenge growth

We know that Covid-19 and economic headwinds have shrunk profits for insurers in some subsectors. Fast-rising inflation is now making it more costly to settle claims. Although global commercial insurance pricing was up 6% in the third quarter of 2022, replacement costs were as high as 16.3% in the US around this time.[3]

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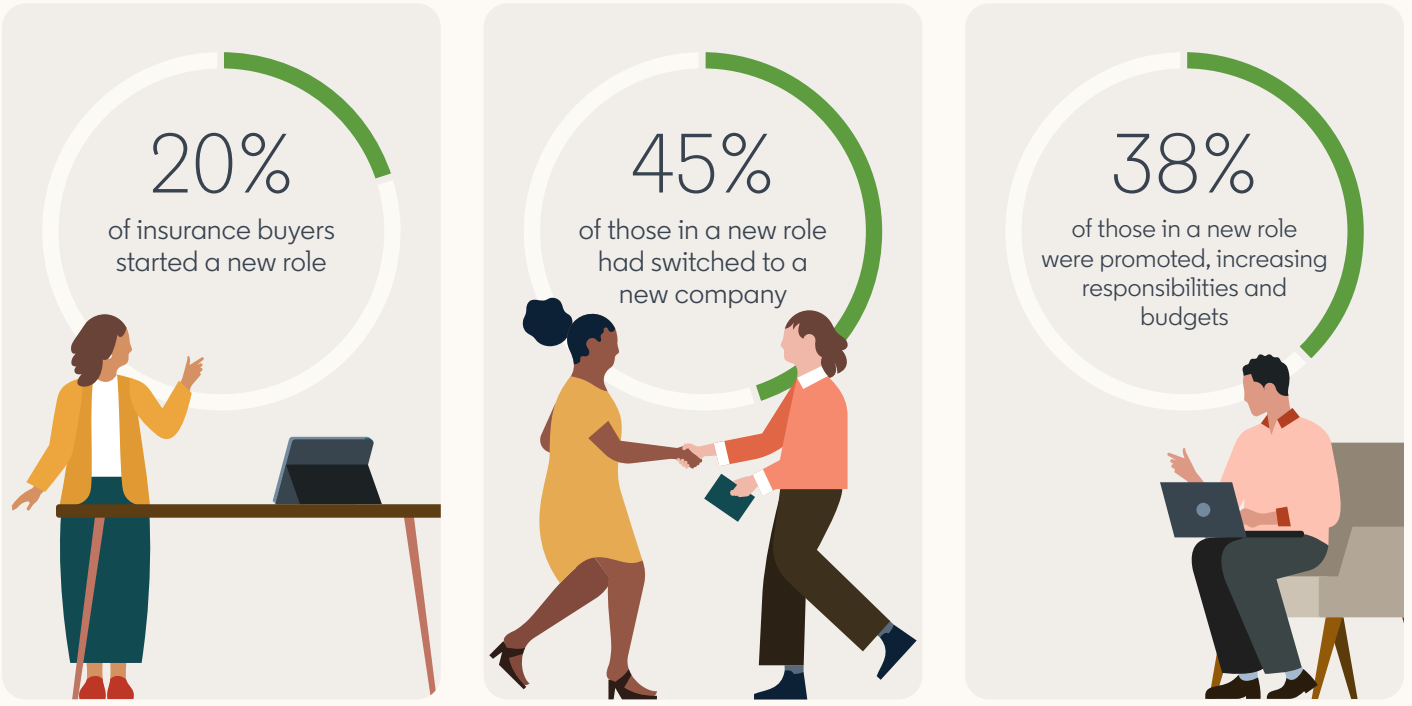
In this highly pressured environment, we know that many of our users in insurance are keen to keep client acquisition costs down and increase business intention and referrals. Our platform can help you build strong, long-term connections as you guide clients through the macroeconomic challenges and prepare them for the future.

Gain visibility on decision maker movements in real-time

In the last year:



Source: LinkedIn Insights, Benchmarks from Mar '22 study on 4,422 CRM-synced customers on outcomes of Sales Navigator influenced opportunities. Deals "sourced" defined as deals where a LinkedIn platform activity was performed against the opportunity account in the 9 months prior to opportunity creation. Note: Showing ROI benchmarks for Finance CRM-synced customers in the study sample.

Taking a deeper client approach

A LinkedIn Sales Navigator Corporate license gives you a more meaningful picture of your clients.

It uses data that each member provides directly, rather than gathering it from intermediaries, making it a compliant source. We also work with most compliance partners to keep your LinkedIn sales interactions compliant with regulations in financial services. By using first-party data, our insights make no assumptions and are instead based on real activity.

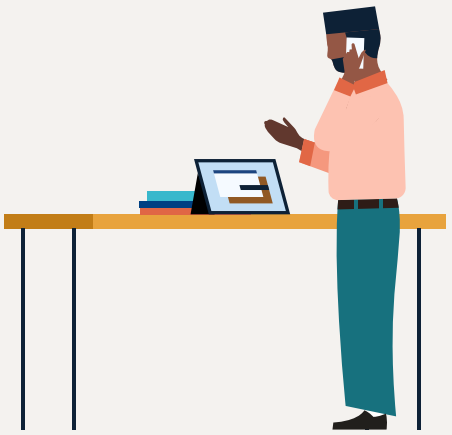
LinkedIn draws on first-party data from:

12 Million+

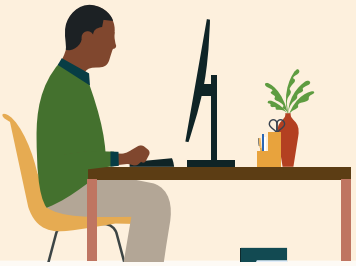
insurance decision makers

3 Million+

insurance businesses[4]



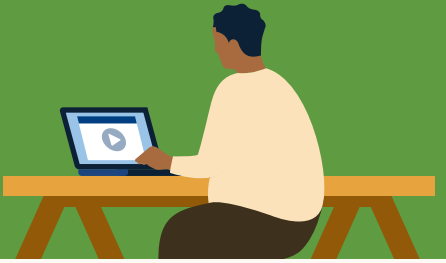
Whether building relationships from the ground up or strengthening existing ones, our Deep Sales methodology will help you respond to each prospect's and account's unique challenges.



Sales Navigator users in insurance share and post twice the amount of content compared to non-Navigator users.[3]

Sharing useful content is valued

LinkedIn Sales Navigator users in the insurance sector get 6X more engagement on posts than non-Navigator users.



An enhanced platform

Our platform provides the foundation to help insurance companies build more meaningful client relationships, including:

1 Prospecting

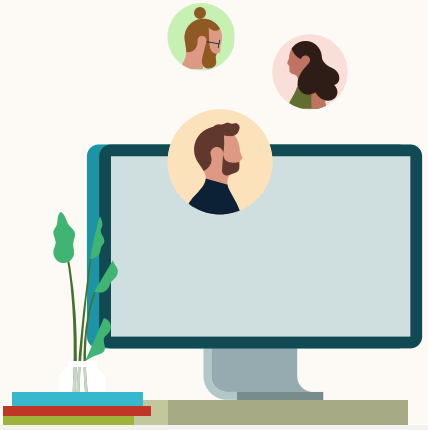
Identify job changes and headcount growth for your key accounts to access opportunities for long-term growth. With CRM sync and data validation you can ensure data quality and hygiene while reducing time toggling between applications.

2 Referrals

Utilize the power of your entire team's network to help you find the best path to a prospect for a warm introduction.

3 Deepening Relationships

Get notified when a key decision maker shares relevant content or views your company's website and receive actionable insights for personalized outreach.



Building on connections in this sophisticated way is one of the reasons why engaging with a decision maker's content on LinkedIn is associated with a +28% increase in win rates.

Strengthen every connection

We are the only company with behavior data on buyers — and it's based on over 16 million interactions taking place between financial services and clients every day.[3]

Learn how you can make the most of our Deep Sales platform →

[1] McKinsey, 2022, 2022 outlook: Setting a course for the coming decade

[2] Deloitte, 2022, 2023 insurance outlook

[3] LinkedIn Insights, 2022, Financial Services Industry Factpack, Grasp New Opportunities in the World of Insurance

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