

How **Cogitate** Used **Brilliantly's** Growth System for 5X Results

InsurTech by Insurance People

Cogitate is a growth-stage SaaS platform providing insurance technology by insurance people and dedicated to optimizing claims processing in P&C insurance.

With customers acquired mostly through relationships, Cogitate needed to go deep on articulating their value proposition in hopes of increasing awareness and deal flow. Additionally, Cogitate need to align resources and budgets.

Through an industry leader and investor, Cogitate and Brilliantly connected.

Areas Needing Improvements

- 1 **Clarity on value proposition and product;**
- 2 **Finding a way to shorten sales cycles; and**
- 3 **Resources allocation to marketing and sales.**



5x more meetings

Based on prior period's data, demos, leads



2.1% Click-Thru (Validated!)

1.5% over standard across 2 channels



33% More Time

Estimated after implementing tools/process

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Industry Experts, Modern Tactics

Growth Mindset: How we did it

1 The Blueprint. The proprietary approach and actionable insights report guided the subsequent steps and OKR management.

2 The Foundation. We dived into our proprietary workshops to uncover brand and unique value, go deep on buyer and journey, & sales processes;

3 Execution. We updated online presence, outreach copy, implemented efficient tech, processes, systems, and ran fast iterative experiments until reaching KPIs;

4 Results. Tactical experiments, iterative optimization, customers interviews validated message & tactics, major efficiencies in sales funnel.

Reignited Passion

The Turnaround. With major events ahead of them, the executive was highly motivated along with existing marketing/sale resources.

90 Days, No Fluff, Just Results.

Utilizing our industry expertise and agile approach on a fractional basis, Cogitate saw;

- **5X meetings** over prior period
- **2.1% CTR** across key channels
- **33% more** time to run company
- **60% savings** over CXO new hire

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“As an executive and founder of enterprise organizations, I’ve worked with some of the biggest marketing firms. You guys blow them away!”



Jacqueline Schaendorf, COO
Cogitate & Founder/President of Insurance House