

Case Study

Influencing customer behaviour



Lead Nurture



Lead Conversion

Collinson Group

Collinson Group is a global leader in shaping and influencing customer behaviour to drive revenue and add value for clients through Loyalty, Lifestyle Benefits, Insurance and Assistance business streams. With over 2,000 staff across the globe Collinson works with the world's top brands, helping them to drive revenue through shaping customer behaviour.

CMFG was chosen by Collinson to plan and deliver lead generation programmes across multiple sectors within its Insurance and Assistance division.

www.collinsongroup.com



CMFG - the b2b marketing agency

a team of creatives, planners, digital techies, writers and project managers that help create and deliver standout multi-channel campaigns.

We help clients sell!

www.cmfg.co.uk