



Allstate

Allstate Partners With GatherUp To Drive Reviews

1,500,000+

Reviews Generated
in <5 Years

89%

Increase in Google
Reviews YOY

4.6 / 5

Average Google
Rating

CASE STUDY



“GatherUp is a true partner. They understand our goals and brainstorm unique ways to help us achieve success. They offer a lot of industry insights and it’s clear they’re invested in our success.”

“ DAN GILHOOLY,
Digital Marketing Manager, Allstate



Allstate's commitment to making a difference in customers' lives, giving back to local communities, and helping people has helped make them one of the largest and most trusted insurance companies around the world.

HIGHLIGHTS

CHALLENGES

- Soliciting more agent reviews to:
 - + Help customers choose the best agent for them
 - + Improve visibility on Google and click-through rates
 - + Allow agents to respond to and interact with customers
- Refining SEO and local search marketing strategies
- Finding a customizable solution

SOLUTIONS

- Online reputation management
- Review acquisition
- Local search marketing strategy
- Agent/location-based review content for agent profile pages
- Review schema

RESULTS

- Significant increase in SERP visibility and rankings due to:
 - + 1.5M+ reviews generated since 2015
 - + 89% YOY increase in Google reviews
 - + Average Google rating of 4.6

Challenges

GROWING USER REVIEWS TO ENHANCE AGENTS' LOCAL PRESENCE

Allstate has a treasure trove of positive user feedback. They're one of the world's most trusted insurance companies—as demonstrated by their many glowing reviews and an extremely strong Google rating.

Allstate has a long history of satisfied customers specifically because they're always searching for ways to improve user experience. And, in 2015, that search led them to GatherUp.

"At the time, we had a lot of positive corporate reviews about policies and claims. We needed more focus on our agents," explains George Palatine, Senior Manager of Digital Marketing at Allstate.

George and his team had noticed a change in user behavior. More and more customers wanted specific experiences tailored to their needs.

"Consumer behavior was changing; people wanted access to information that would help them choose an agent," George says.

Allstate already had pages for each of their agents, but they needed more detail: fresh, original content, on-page optimization, and—most importantly—customer generated content in the form of reviews.



“Users could see things like the number of agents in their town or immediate area, but we felt reviews would give a glimpse into the type of agent they were potentially looking to work with,” George says.

“We needed digital technology to help these users separate agents and find the best person for them,” he adds.

This presented a unique challenge for GatherUp. With over 10,000 agents company-wide, Allstate needed a lot of support.

And, because Allstate is a complex matrix organization with strict rules about what can and cannot be made public, they also needed expertise in how a solution was configured.



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Solution

SEO GUIDANCE & AN AUTOMATED REVIEW ACQUISITION SOLUTION

According to Dan Gilhooly, Digital Marketing Manager at Allstate, GatherUp's ability to adapt to their needs and customer pain points were why they chose the platform.

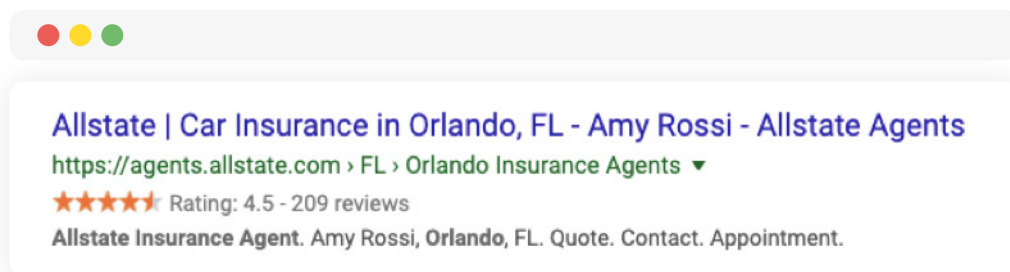
"The level of customization was a strong selling point. GatherUp has a flexible program that was able to work with many of our specific requirements for our unique program," he says.

"The primary reason we have partnered with GatherUp is because the team is so easy to work with. They always come up with a solution to meet our often demanding needs," he adds.

Over the years, GatherUp has also proven resourceful in how they solve problems. For example, to flesh out the content on agent pages, GatherUp developed and helped launch a fully customized review acquisition program.

GatherUp refined how they solicit feedback from customers to improve response rates and combat review fatigue.

First-party reviews marked up with Review Schema were then integrated into agent profile pages. Now, Google search results for agents display review stars, which has helped Allstate drive more clicks and prospects to these pages.



GatherUp also helped Allstate turn reviews into a touchpoint. By tracking response rates and giving individual agents the ability to respond to customer reviews, they've been able to take their customer service to the next level.

"In addition to helping our customers, GatherUp supports our agents by attracting more online visitors," Dan explains.

GatherUp has also been very responsive in shutting down review requests whenever they would be inappropriate. For example, if a zip code is hit by natural disasters (hurricanes, wildfires, etc.) the last thing customers want to deal with is a request for a review.

Finally, GatherUp has delivered extra value through their unmatched local SEO expertise, advice, and education. Whenever Allstate's SEO team needs guidance, GatherUp is an expert resource.

"GatherUp continuously strives to be the best partner they can be and deliver the outcomes we're looking for," Dan says.

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Results

SIGNIFICANT INCREASE IN AGENT VISIBILITY & RANKINGS

In the time they've worked together, GatherUp has helped Allstate generate more than 1.5 million reviews for its agents.

And, by continuously trying out new messaging and refining what works, they've been instrumental in helping Allstate grow user reviews by 89% year-over-year.

These reviews remain overwhelmingly positive and Allstate retains an average Google rating of 4.6.

"We've had the program for almost five years now and—considering that we have over 10,000 agents and the cadence with which we send our feedback requests—we have a very high completion rate," Dan says.

"GatherUp provided the platform and their efforts showed us that we have a large community of amazing customers who are more than happy to leave reviews," George agrees.

As a result, Allstate has seen a huge lift in SEO visibility and rankings—especially for individual agent pages. Many agent pages are now featured with review rich snippets, and they're among the first results users see when searching for a qualified local insurance agent.

"GatherUp is a true partner. They understand our goals and brainstorm unique ways to help us achieve success. They offer a multitude of industry insights and it's clear they're invested in our success," Dan says.

Most importantly, all their hard work has improved the user experience for Allstate’s customers. Together, GatherUp and Allstate have managed to ensure that customers always have easy access to the information they need to make informed decisions.

“We helped people find the agent that’s right for them. At the end of the day, that’s what this is all about—helping our customers,” George says.

It’s that user-first design and mentality that Allstate values so much about their partnership with GatherUp.



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A teal-tinted background image of an office interior. In the center, the Allstate logo (a circular emblem with a stylized figure) and the word "Allstate" in a large, light teal font are visible. The office scene includes a desk with a computer monitor, a person sitting at the desk, and a doorway in the background.

Want to make customer experience the backbone of your business?

We help you understand your business through the eyes and voice of your customers. Gather, manage and market your online reputation by partnering with GatherUp today.

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