



Meshify Slim™

Program Onboarding
Playbook



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Section 1

Meet Meshify Slim™



Meet Slim

Small. Mighty. Powerful.

Slim helps protect families and homes by detecting small leaks and low temps before they become big hassles.



What Meshify Slim offers

1

Slim Sensor – Small, powerful sensor that fits anywhere, takes a few minutes to set up, and protects 24/7.

2

Meshify Protect mobile app – To install sensors and remotely monitor your home.

3

Leak Support team – A real person to answer calls or help inquiries for water alert issues, 24/7.



Slim highlights



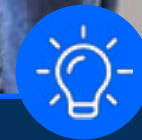
Slim does:

- Detect all types of leaks — pipe leaks, appliance issues, groundwater, and discharge
- Set up in three minutes or less
- Fit in narrow and hard-to-reach places
- Provide up to five years of battery life (normal conditions) and is reusable
- Use Amazon's Sidewalk Network for connectivity
- Offer real-time, human support to resolve alert issues (optional service)



Slim does NOT:

- Track water usage
- Automatically shut off water pipes
- Monitor room humidity or motion
- Require Wi-Fi
- Involve any plumbers or tools for installation



Good ideas. Great results.

Designed for homeowners, Slim is perfect for single-family, secondary, and seasonal homes, as well as apartments and condos.

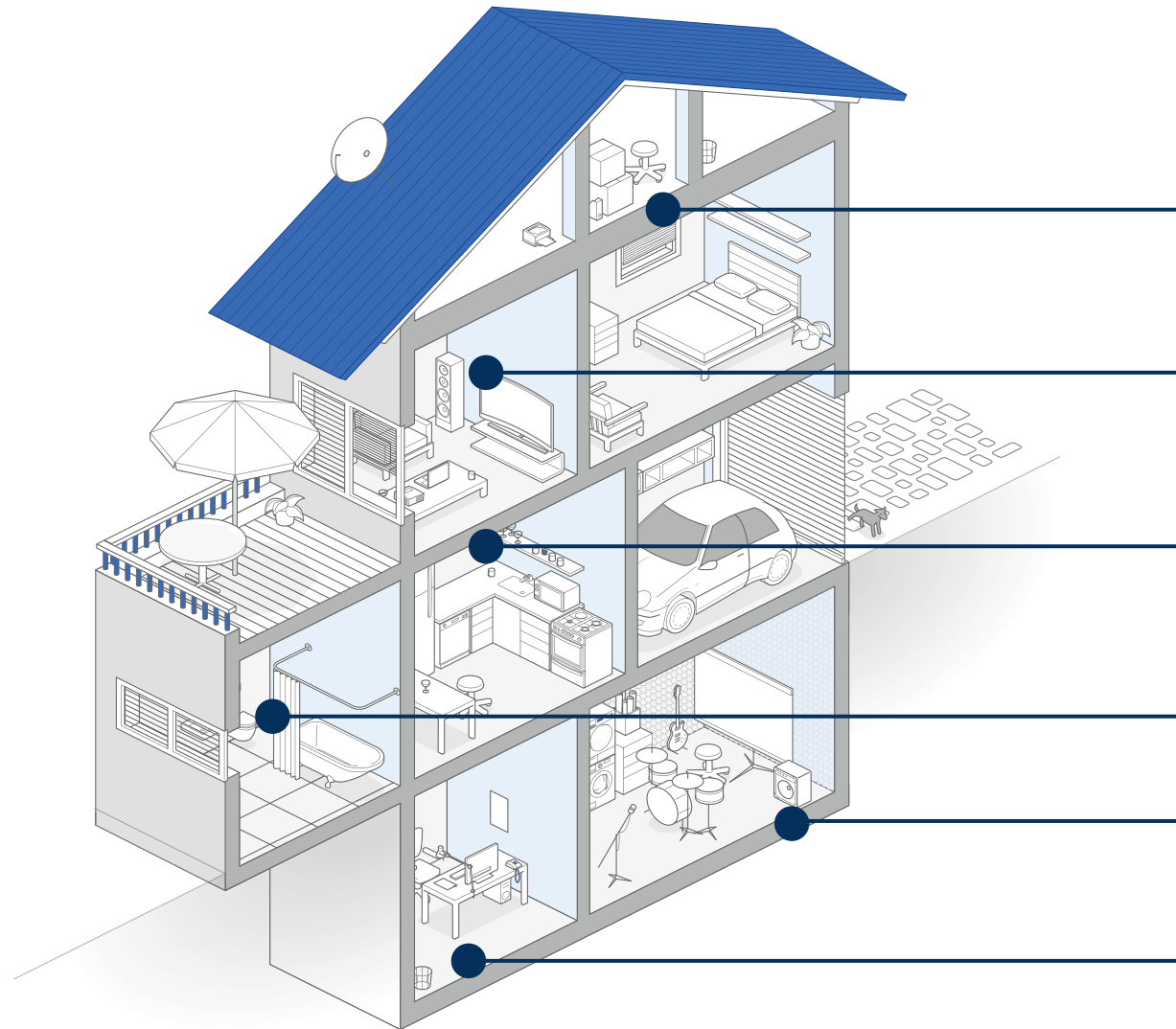


Section 2

Optimizing risk mitigation



Where to place Slim sensors



For best connectivity, start activating sensors above ground floor, then place in basements.

In attic spaces, if HVAC/water lines exist

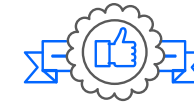
Under washing machines, if second floor laundry room

Under appliances such as dishwashers and/or refrigerators; in rooms where frozen pipes may occur

Under sinks, behind toilets

Where groundwater seepage might occur, like a basement

Next to water heater, sump pump, and/or HVAC systems



How many Slim sensors are recommended?

Single family home
less than 3,000 sq. feet

3-6 sensors

High-net-worth
single-family home

5-20 sensors

Apartment or condo

2-4 sensors

Where to place Slim sensors

Use discretion in placing sensors in problematic areas, especially given sensor package size. Historical non-weather water loss data can indicate high-risk areas where placement would be preferred.



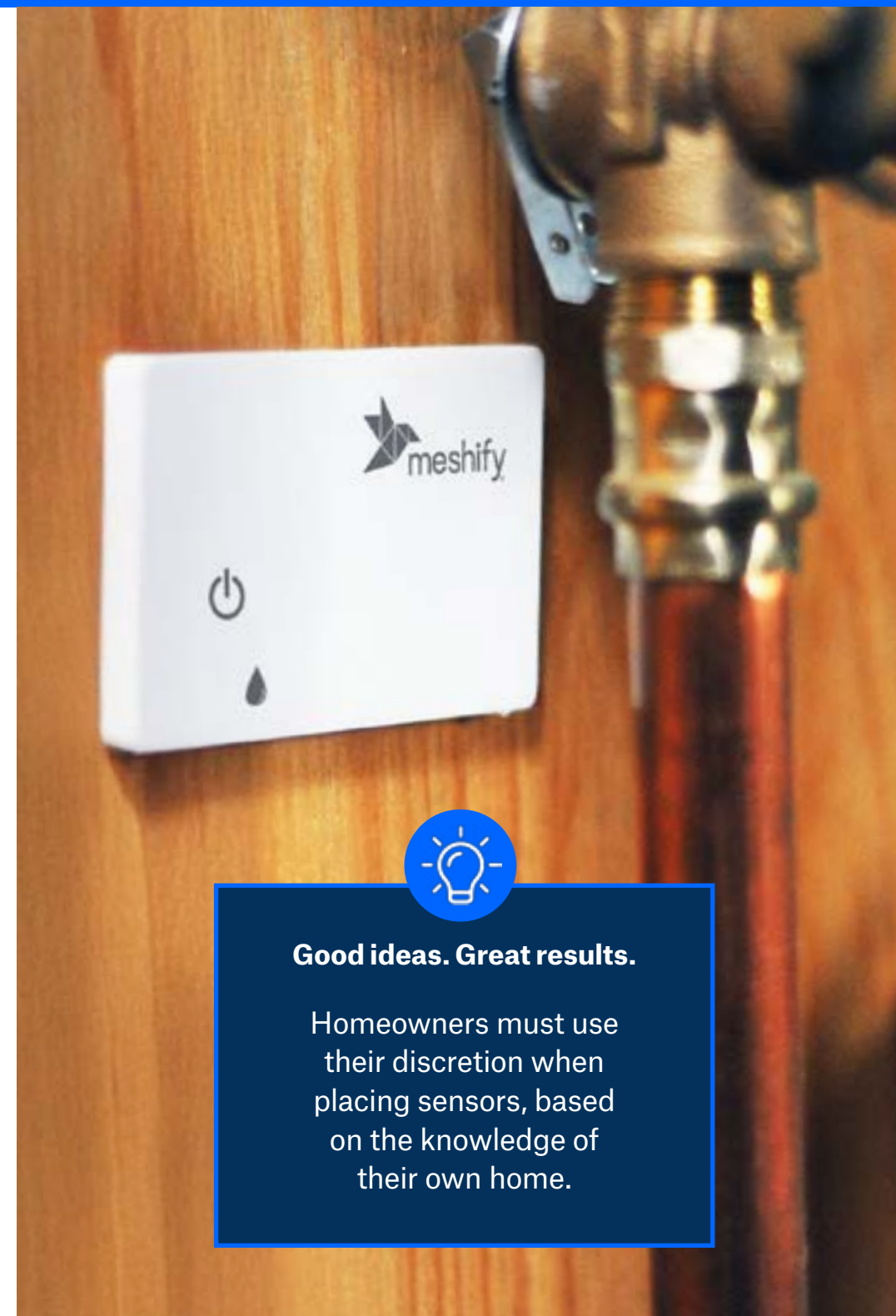
Place Slim sensors here:

- Next to water heater
- Laundry room — near washing machine, especially if second-floor laundry room
- Where groundwater seepage might occur, like a basement; near sump pump
- Bathrooms — under sinks, behind toilets
- Kitchens — near/under dishwasher or refrigerator
- Near furnace/air conditioning (HVAC systems, in condenser pans)
- Room where frozen pipes might occur
- Wherever bad leaks or water intrusion occurs



Do NOT place Slim sensors here:

- Room or space that is not temperature-controlled
- Inside refrigerator or freezer
- Where sensor might be stolen or broken
- Outdoors (Slim is not rated for outdoor use)
- Extremely remote areas



Good ideas. Great results.

Homeowners must use their discretion when placing sensors, based on the knowledge of their own home.

Section 3

Launching a successful sensor program



Steps to a successful program launch

1

Define your program

2

Define your go-to-market approach

3

Create your program team

4

Set program targets

5

Amplify your program

6

Monitor your program



Section 3: Launching a successful sensor program

Step 1: Define your program

What to expect

Here's what you and your policyholders can expect from the Meshify Slim end-to-end program experience.



HSB



Insurer



Policyholder



1. Learn



Provide Marketing Templates



Develop Enrollment Process*

(HSB can provide white-label site as needed)



Create Messaging and Marketing Campaigns

(Email, social, PR, agents)



Deploy Marketing Campaigns

(Email, social, PR, agents)



2. Enroll



Enroll in Program



Ship Sensor Package

(Within one week)



Issue Welcome and Confirmation Shipment Emails

(Confirm enrollment, shipped, delivered)



3. Activate



Receive Sensor Package



Issue Activation Reminder Campaign

(Email/SMS for 60 days)



Download Meshify Protect™ Mobile App

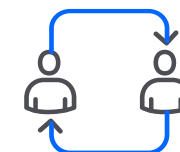


Activate Sensors



Receive Activated Email

(24 hours after device activation)



4. Maintain



Issue Monthly Newsletter (Email)



Generate Notification Messages

(Email/SMS/push, update contacts, device offline, storm readiness)



Recurring Engagement



Send Peril Alert (SMS/push/email/IVR)



Acknowledge Peril Alert



Issue Save Survey Campaign

(24 hours post-alert, SMS/email even if alert not acknowledged)



Complete Save Survey



Evaluate and Track Saves

*Some insurers leverage agents or loss control staff for signups, in addition or instead of a digital signup process.

What to expect

Customer touchpoints to keep them engaged throughout the entire journey. Click through the links to see examples.



Enroll

Encourage enrollment and keep policyholders engaged.

Enrollment

Insurer process (or co-branded HSB-hosted site) enables online enrollment. Insurer would send offer email to targeted policyholders to drive them to the enrollment process. Link to the enrollment process may also be accessed via Insurer's policyholder portal or mobile app.

Welcome email

An introductory email that establishes the user's sensor account and encourages them to download the Meshify Protect app.

Shipping emails

Co-branded emails that indicate order status and include tracking information.



Activate

Make policyholders feel welcome and encourage activation at a high conversion rate.

Welcome card

Small insert included inside each sensor package. Co-branded welcome card highlights the benefits of smart monitoring with a link to download the Meshify Protect app. Welcome card can be co-branded based on program volume.

Activation reminders

Email and SMS notifications encourage timely activation. Sent over 60 days and tailored to engagement and activation status.

Meshify Protect™ mobile app

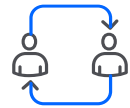
Co-branded app for iOS and Android lets policyholders activate sensors and monitor location. Also available on web.





What to expect

Customer touchpoints to keep them engaged throughout the entire journey. Click through the links to see examples.



Maintain

Foster policyholder engagement and preventative maintenance before perils occur.

Periodic emails

Recurring email updates, including seasonal information, weather preparedness, sensor alerts and saves, sensor health, tips, news, and account highlights.

Coming Soon

General updates

Periodic email messages for contact updates, news, equipment health, and account highlights.



Alert

Encourage action and resolution to mitigate loss.

Urgent alert

In case of an urgent issue like a water leak or frozen pipe, all alert contacts identified by the user in the Meshify Protect mobile app will receive an SMS, email, and/or push notification.

Alert acknowledgement

In the SMS or email, an embedded link leads to a dedicated response page to verify identity and confirm next steps. Alerts can also be acknowledged by clicking on the push notification.

Phone alert

If no one responds within ten minutes, an automated call is placed to the primary contact from the Meshify Protect alert system at **(888) 546-3210**.



Assist

We go the extra mile to understand what happened and put customers at ease.

24/7 support

When an urgent alert is sent, specifically if a leak occurs, policyholders can contact our Leak Support Service via phone or live chat any time of day. As needed, the service will identify vetted plumbers and water remediation providers for repair.

Digital save survey

After an urgent alert, the policyholder receives a survey via email and SMS so we can understand the details of the alert situation and determine the impact of the prevented loss (i.e., save).

What to expect

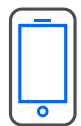
Sensor Support provides assistance when and where it is needed through in-person and digital communication channels.

General support

Help with general issues, including account management, activation, and order support.

Daily access

Help is available Monday-Friday, 8 a.m. to 8 p.m. ET.



Phone



Email



Live Chat

Triage for urgent alerts

Our Leak Support Service provides live, in-person emergency support for situations when leak or freeze issues occur. If needed, the service can help policyholders find a qualified plumber or water remediator provider.

24/7 access

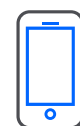
Help is available any time of day, seven days a week.



Online Form



Chat Bot
(Coming Soon)



Phone Call



Live Chat



Define your program with a plan for scale from the start



Program configuration

- Define your **target customer segment** for the appropriate program phase (i.e., you may start in certain states, with key agent books, promote only to policyholders you have email addresses for, etc.)
- If possible, **avoid restrictive segmentation** and target a broad audience, especially for scale programs
- **Design effective carrots and sticks** (i.e., incorporate sensor package offer into underwriting guidelines, mandate for certain customer profiles, reward with filed policy discounts, condition of retaining coverage)
- **Leverage standard sensor packages** designed for specific home types

HSB's ROI Calculator is available for you to estimate the costs, benefits, and return on your IoT program investment. This tool will provide a ten-year pro-forma including costs, benefits, net and cumulative cash flows, ROI, NPV, and payback. It can be reviewed and handed off to you to use internally as part of your onboarding.

Resources

Sensor Package Design
by Home Type

Program KPIs

Program Gatechecks



Good ideas. Great results.

Important to any program design is leveraging those who touch your target customers. Loss control may play a role in programs targeting high-net-worth homes. Equally important are agents who can be sensor program participants and advocates to your policyholders.

Advanced strategies: Carrots and sticks

Make IoT part of the insurance underwriting cycle — tied to pricing, terms, and ongoing account management.



Sample underwriting terms and condition enhancements

Premium credits

- Five-percent credit for verified active, monitored sensors

Deductible adjustments

- Standard deductible reduced by 50% if IoT is active during loss
- Higher deductible (penalty) if IoT was offered but declined on high-risk account

Condition of binding

- Locations with past water/heat loss must install before policy inception or renewal
- Older homes or homes with prior water losses must enroll in IoT program to bind or retain coverage
- Secondary or vacation homes must enroll in IoT program to provide protection during times of vacancy

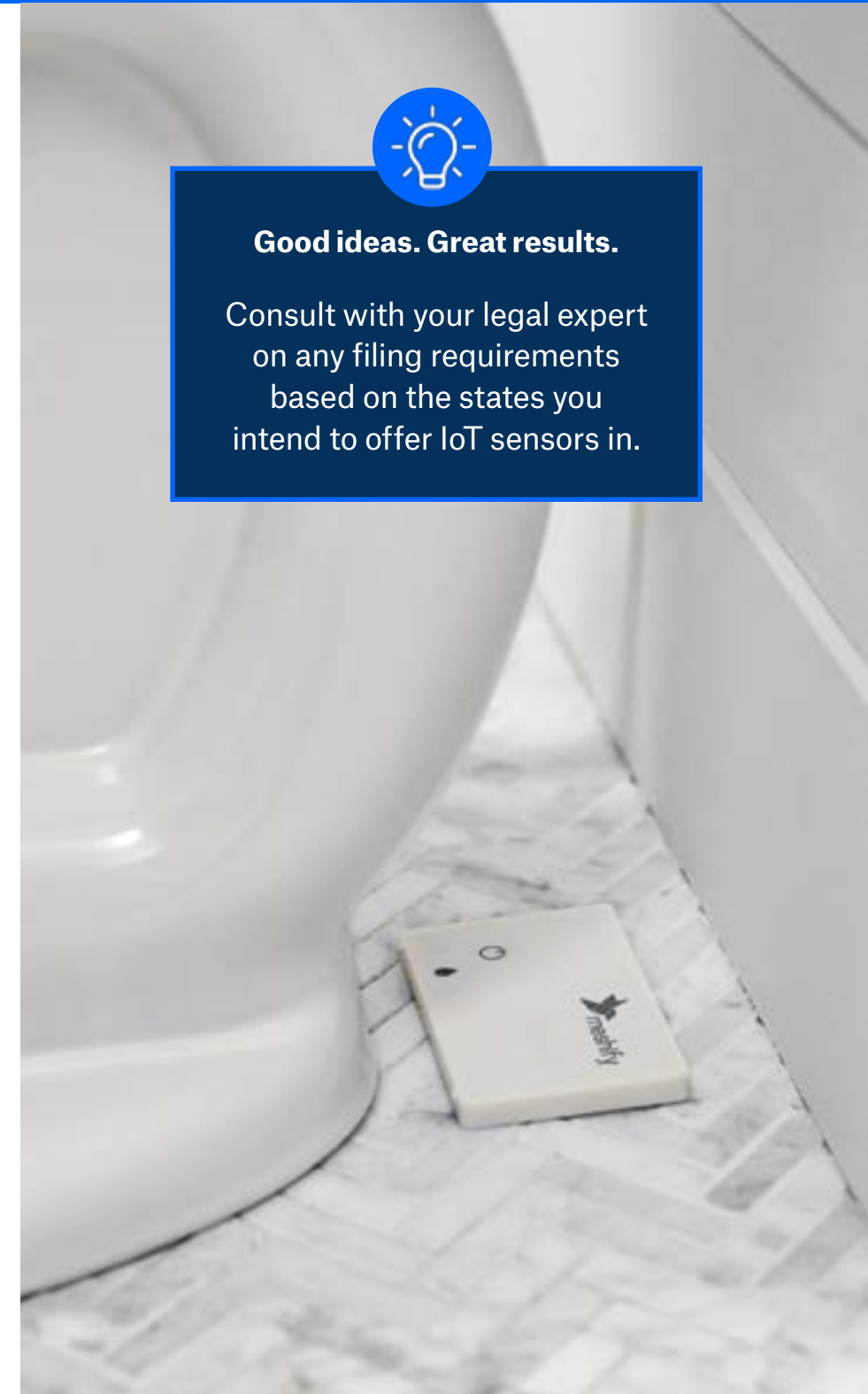
Coverage enhancements

- Adjusted water back-up limit and/or deductible if IoT sensors are in place and transmitting data
- Additional adjusted living expense limit if IoT sensors are in place



Good ideas. Great results.

Consult with your legal expert on any filing requirements based on the states you intend to offer IoT sensors in.



Section 3: Launching a successful sensor program

Step 2: Define your go-to-market approach

Key decision: Set up digital enrollment

1

Good

HSB-hosted site.

- Lowest level of technical effort by Insurer
- HSB-hosted, white-labeled enrollment site (sensorsignup.com/client)
- Insurer-driven marketing campaign
- Manual enrollment validation for each policyholder enrollment
- Lowest conversion rate

Ideal for proof of concept and early-stage deployments.

2

Better

Insurer enrollment process (no API).

- Moderate level of Insurer technical effort
- Insurer-hosted and developed automated enrollment process
- Insurer-driven marketing campaign, including email, with HSB consultation
- Links to policyholder portal or mobile app for enrollment
- Enrollment data transferred to HSB via flat file and/or SFTP

Ideal for pre-scale and scale deployments.

3

Best

Insurer enrollment process with API.

- Highest level of automation, with limited-to-no user input yields best experience and highest conversion rate
- Highest level of technical effort by Insurer
- Insurer-hosted and developed automated enrollment process
- Insurer-driven marketing campaign, including email with deep link to auto-fill signup details
- Links into policyholder portal and/or mobile app for enrollment
- Enrollment data transferred to HSB via API

Ideal for scale deployments.

Resources

Coming Soon

API Specifications

Sample Program Enrollment Site



Good ideas. Great results.

We're here to help you on your digital enrollment journey, with diverse options offering different levels of conversion.



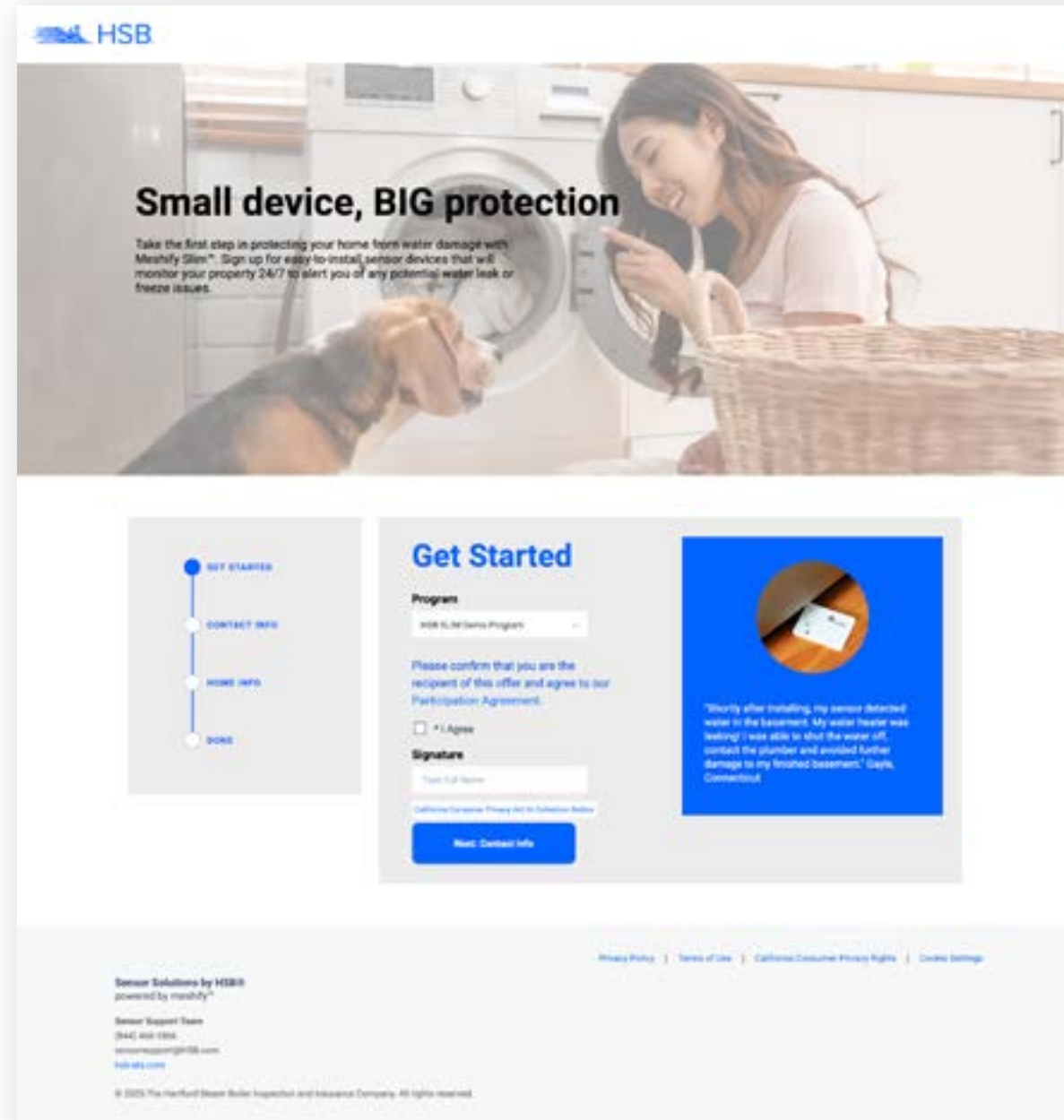
Sample HSB-hosted enrollment site

Customize with company logo and colors to reflect your branding.

Add a tailored enrollment message/ image for your sensor program.

Add testimonials and any other key information for customers during the enrollment process.

Add company information to footer.



Good ideas. Great results.

HSB-hosted enrollment is a good option for early, low-volume programs. Ideally, automating the enrollment process to minimize the need for user data input can avoid potential enrollment abandonment.

API integration



Benefits of API integration

- Flexibility to embed the Slim offer at multiple policyholder touchpoints.
- Policyholders are in the program immediately upon enrolling, increasing engagement with the program overall.
- Enrollment validation, cancellation, and data transfer to HSB occur automatically, significantly reducing ongoing program management needs as the program continues and scales.



What to consider

- It can take time to get onto your IT team's sprint schedule, so involve them early in the planning process.
- The IT and go-to-market planning teams should work in tandem to ensure enrollment path(s) are fully supported and consider limitations of both marketing and development resources.
- Ensure time in your schedule both for development and testing and include phased rollout plans.

Resources

Coming Soon

API Enrollment Specifications

Coming Soon

API Cancellation Specifications



Good ideas. Great results.

APIs require IT work upfront but can facilitate better program enrollment by taking the heavy lifting off of your customers so they don't have to do any information entry during signup.

Section 3: Launching a successful sensor program

Step 3: Create your program team

Assemble a team to support your program



Assign a dedicated resource

- Consider your program launch as a project that will need to be owned and managed.
- HSB assigns a dedicated IoT client success manager (CSM) backed by a cross-functional team to help you manage, deliver, and monitor your program.
- You should identify a point person who will take the lead for managing the program and be the primary liaison with HSB.



Identify cross-functional experts

- A cross-functional team of resources should be assembled. These individuals will have varying degrees of involvement in phases on your program onboarding.
- Successful program onboarding involves the expertise of marketing, legal, and IT resources at the onset of your program planning. Their involvement will decrease as the program launches and matures.
- Other resources you may include are finance and loss control.



Good ideas. Great results.

Plan for immediate and heavy involvement of Marketing and IT resources in the early program phase, then their involvement decreases once the program is in market.

Assemble your team

Cross-functional teams work together across the entire Meshify Slim lifecycle.

HSB team will provide support for these areas

You will provide support for these areas

Involved in these phases



Client Success Manager

- Manages program from design to monitoring
- Works closely with your cross-functional program team to ensure a smooth and successful launch

Client Program Manager

Ideally, you should assign a program manager who will own the program from the start and stay involved in all aspects once launched.

Learn, Enroll, Activate, Maintain, Alert



Marketing

- Define marketing strategy
- Create marketing assets and outreach
- Create program enrollment process
- Execute marketing campaign

Marketing

Your marketing expert should be involved on day one and is instrumental to the successful execution of your program launch. Once a program has launched, the marketing involvement decreases.

Learn, Enroll, Activate



Legal

- Regulatory research
- Complete any required filings in support of your program

Legal

Legal support is required early in the program design to identify if any filings need to be modified or completed. Legal also reviews market messaging and any collateral prepared to amplify your program.

Learn



IT/Reporting

- Develop the program enrollment process
- Create data exchange process; create/update APIs
- Perform data analysis

IT

Involving your IT expert in the early stages of your program is imperative to create your program enrollment and data exchange approaches. Once a program has launched, this role is minimally involved.

Learn, Enroll, Maintain



Sensor Support

- Provide user support during sensor activation
- Respond to general program questions/provide ongoing program support

Customer Service/Support

You may have a customer support team who needs to be aware of your program and know which questions to field and where it's appropriate to refer a policyholder to Sensor Support. This team will need scripts and program FAQs for reference. This team is typically involved after a program is launched.

Enroll, Activate, Maintain, Alert



Finance

- Manages the monthly program invoicing

Finance

A member of your Finance team will need to be involved prior to program launch to ensure all payment methods are in place to support monthly program invoicing.

Learn, Maintain

Product and Underwriting

Product and Underwriting help define the strategy of your program and design it to address a business program or take advantage of a market opportunity. Typically, one of these disciplines will sponsor the sensor program and is vested in its success.

Learn, Enroll, Activate, Maintain, Alert

Section 3: Launching a successful sensor program

Step 4: Set program targets

Set program targets and gatechecks to facilitate scale



Planning for a scaled program

- The more steps of a program that are automated, the easier it is to scale.
- A pilot or proof of value (POV) program is an opportunity for you to set measurable targets, identify roadblocks, and define next steps to expand a program. Pilot or POV programs should be a stepping-stone to scale and not extend beyond a defined period of time.
- Establishing specific Key Performance Indicators (KPIs) for a pilot/POV program is imperative and will highlight areas for improvement prior to scaling any program.
- KPIs should be monitored throughout a pilot/POV program.



Scaling considerations

- Target customer segment
- Program offer outreach
- Enrollment process
- Enrollment validation
- Data transfer
- Account changes
- Data optimization

Resources

Program KPIs

Program Gatechecks



Good ideas. Great results.

HSB will work with your Program team to customize our standard KPIs for your specific program.

Section 3: Launching a successful sensor program

Step 5: Amplify your program

Marketing planning

| How to plan for success of your marketing efforts and best leverage HSB's team.

1 Strategy and planning

- Identify your marketing expert and hold marketing kickoff meeting
- Define campaign goals
- Confirm target audience and key messages
- Establish marketing budget and timing
- Use **marketing campaign brief** template to define campaigns

2 Create content

- Develop marketing materials (e.g., emails, website content)
- Use HSB-provided **assets and templates**
- Discuss campaign and review content with HSB IoT CSM

3 Launch

- Run marketing campaign
- Track campaign performance
- Go as broad as possible; on average, email marketing campaigns will generate a ~1-3% conversion rate
- Make adjustments as needed

4 Post-campaign analysis

- Analyze results of campaign
- Debrief results with HSB to IoT CSM
- Identify lessons learned for next campaign

Resources

Marketing Campaign Brief

Digital Benchmark Metrics

Assets and Templates



Good ideas. Great results.

Get your marketing expert involved at the very start. Their involvement will be heavy until launch, then minimal post launch.

Leverage existing marketing best practices



- **Use the marketing distribution channels** where you have had success in the past to communicate this offering
- Consider new ways of reaching customers, such as social media or digital marketing



- **Use HSB's program templates, resources, and best practices**
- Take our content and put it in your own format, so the look, feel, and voice is familiar to your policyholders and consistent with your brand



- **Make the offer feel exclusive** like: "Limited-time offer: The first 300 customers will receive 24 months of monitoring at no charge"
- Emphasize the "what's in it for me" — highlight the offer is free, let the policyholder know about additional filed discounts or incentives for risk mitigation devices/programs
- Make your policyholders feel like they are special and you are looking out for them



- **Keep the message simple;** don't get too technical about the hardware
- Focus on the value of the program like protecting homes and families



Good ideas. Great results.

Carrots can be meaningful incentives for homeowners to adopt and activate sensor technology. Think about some additional "what's in it for them" options.

Messaging ideas

| Not sure how to talk about Slim? Use these messages to get started.



What to emphasize

Slims are free.

Slims are easy to install.

Slims are small.

Slims positively impact policyholder insurability.

Slims protect against frequent cause of loss and associated disruption.



How to phrase it

"At no cost to you. It's free."
"Complimentary program."
"Is a benefit of your coverage."
"As a valued [insurer name] policyholder."

"Installs in under three minutes."
"Installation is simple."
"Designed to be easily installed."
"No tools or plumbers are needed."

"Fits anywhere leaks or freeze issues might occur."
"Are unobtrusive, fit in narrow and hard-to-reach places."

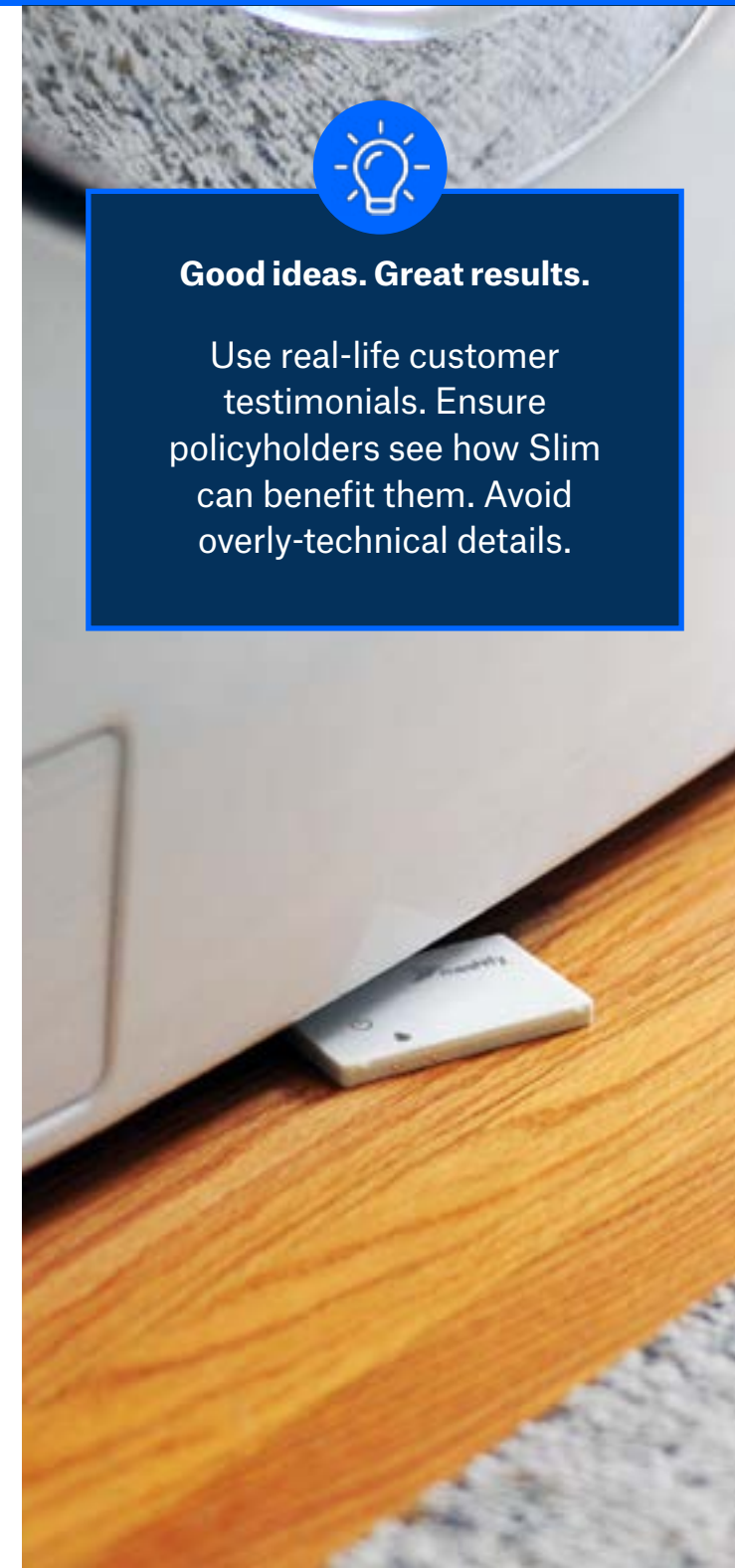
"Protect your home, family, and cherished memories from damage and life disruption."
"Water damage is a frequent cause of loss for many homes."
(Cite your company's preferred stat)

"Comes as a benefit and will not impact coverage, pricing, terms, and conditions."
"You may be eligible for a discount on your homeowners policy premium if sensors are installed."
(Insert appropriate carrier details)



Good ideas. Great results.

Use real-life customer testimonials. Ensure policyholders see how Slim can benefit them. Avoid overly-technical details.



Digital campaign themes

| Use these digital campaign and deployment ideas.



Campaign idea

“Protect what matters”

“Customer spotlight”

“Twice is not nice”



How to deploy

Short-story emails highlighting real water loss scenarios and how Slim sensors could have prevented home damage and hassle.

Anonymized or non-anonymized testimonials showing homeowners who avoided major disruptions thanks to sensors.

Studies show that homeowners who have experienced a water event in their home are 30% more likely to have another event. Avoid disruption and damage to your customers' homes and claims that can be controlled with sensors.



Practical tips from experience



Content

Test it out

Leverage A/B testing within your emails with different subject lines, messaging tone, and visuals.

Give it some action

Use dynamic language in your call to action (i.e., “Sign up today”). Action verbs inspire insureds to be proactive.

Focus on benefits

Address customer pain points and highlight solutions. Be very clear how this service will benefit your insured.

Add customer testimonials/reviews

Research shows customers trust online reviews as much as personal recommendations.

Up high

Make sure the call to action (i.e., Enroll today link) is above the fold; don’t bury the link at the end of an email.

Keep messaging simple

Remove distractions to improve conversion.



Strategy

Go beyond email

The most memorable and effective campaigns leverage a variety of channels, including email, online/web, social, and PR.

Boots on the ground

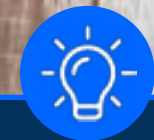
Agents, loss control, and underwriting are often involved in encouraging enrollment, along with digital campaign efforts.

Watch the weather

Take advantage of the seasons (i.e., freeze season) for campaign ideas. Avoid deploying campaigns in mid-summer or winter holiday season (i.e., mid-late December).

Rest on the weekend

Digital marketing conversion rates are higher during the middle of the week (i.e., Tuesday, Wednesday, Thursday).



Good ideas. Great results.

It’s not one and done!
Nurture email campaigns are highly recommended. Plan to deploy multiple emails as part of your nurture campaign, with an eye toward continued improvement.



Testimonials

| Here are a few testimonial examples. As your program matures, leverage testimonials to demonstrate the value of the sensor program.

“Shortly after installing my sensors, one of them detected water in the basement. It turned out my water heater was leaking. Luckily, with the alert, I was able to shut the water off, contact a plumber, and avoid further damage to my finished basement.”
- Homeowner, State

“During a cold snap, a pipe burst in my home. I didn’t even realize there was a problem until I received an alert from my sensor. That early warning allowed me to respond immediately and stop the leak before it caused major damage.”
- Homeowner, State

“While my family and I were away for the weekend, my Slim sensor alerted me of water exposure near our sump pump. Our dog sitter checked and found the sump pump overflowing — but thanks to the alert, we were able to adjust it before the water reached our finished basement. Without it, we could’ve faced major water damage.”
- Homeowner, State

“My washing machine started leaking, and the water sensor detected it immediately. Because I was alerted so quickly, I was able to fix the issue before it turned into a much bigger problem.”
- Homeowner, State

Sample marketing campaign brief

A campaign brief helps bring messaging together for an email campaign. Here's an example that can be used to kick off a campaign.

Campaign name

Winter is Coming campaign

Timing

Mid-October — Mid-November

Description

Winter is Coming campaign is designed to increase signups of existing policyholders by highlighting the value of Slim sensors as a means of avoiding freeze losses.

Goals

2,000 enrollments

Target audience

Existing HO3 Policyholders in New England and the Midwest.

Key messages

- Winter is coming. Don't get left out in the cold.
- Frozen pipe bursts and related low-temp damage can be costly and make your home uninhabitable.
- Sign up for free sensors today as a benefit of your insurance.

Channels

- Email marketing campaign (three-email series)
- Company website feature article
- Facebook and Instagram reels
- Agent outreach via monthly emails and after renewals

Resources

- Staff: Marketing (web, email, social) and agency ops
- Budget: \$5k (agency for social media reels)

Metrics

- Total enrollments during the campaign period
- Conversion rate
- Email metrics (open rate, clickthrough rate)
- Website (unique visitors, enrollments started, enrollments total)
- Social media engagement (likes, comments, shares)



Good ideas. Great results.

Review your campaign plan with a member of HSB before launch. Plan to run multiple campaigns over time and do a postmortem after every campaign to identify what worked and what didn't.

Digital marketing in action

Overview of typical benchmarks for emails and landing pages. Common benchmarks show that one email is not enough.

Example conversion on 10,000-person email list based on typical benchmarks for one email.

	Benchmark	Expected result	
Delivery Rate	98.2%	9,800	Source: Mailmodo
Open Rate	21.4%	2,101	Source: WebFX for Insurance Industry
Clickthrough Rate	2.1%	441	Source: WebFX for Insurance Industry
Unique Visits	100%	441	Varies, impacted by campaign type, timing, and tactics
Enrollments Started	69%	305	Source: HSB Internal
Enrollments Completed	42%	128	Source: HSB Internal



Email contacts needed to achieve the desired number of locations

Across Insurance and other industries, the benchmark conversion rate for a first-time email campaign is ~1-3%. Based on those numbers, the table below offers perspective on email list size.

Conversion Rate (CVR) is the number of enrollments as compared to the total number of emails sent.

Program target	Minimum email list size
500	10,000
1,000	20,000
3,000	60,000
5,000	100,000
10,000	200,000

Don't overlook the power of print marketing

In the ever-increasing digital world, your program offer may get more attention by leveraging print marketing tactics. Programs can experience higher conversion rates than digital if the print meets the targeted policyholder where they are.



Sample print tactics:

Postcard mailers

Personalize attention-getting custom direct-mail postcards highlighting program offer and QR code to enroll. Direct mail programs should budget for print and mail costs.

Policy stuffers

Program and enrollment details designed to be inserted into printed or digital policy documents. Will need to take into account system programming to insert into print or digital delivery process.

One-pagers

Outline program details, benefits, and enrollment information in one-pager designed with the agent in mind. Include in agent newsletter, portal, or other access option to enable the agent to deliver to their eligible customers.

Statistics about direct mail efficacy vary widely; studies indicate .5%-2% conversion can be an expected benchmark. (Source: Invesp CRO.)

Resources

[Sell Sheet](#)[Direct Mail](#)

Good ideas. Great results.

- **Do a mix.** Programs may leverage a combination of go-to-market approaches. Along with digital efforts, non-digital tactics, including print marketing, reinforce the message and enable another impression that can lead to policyholder enrollment.
- **Add a QR code with a UTM.** For any direct mail, adding a UTM is critical to tracking the efficacy of various marketing campaigns and executions.



Agents and brokers

Agents and brokers are essential to reaching policyholders. Enable the right content and help them understand the impact of Slim sensors on loss reduction and retention.



Recommended approaches

Host a Slim training so they know about your program

Show how the Slim works, focus on risk prevention, walk through a pitch, share assets and resources for marketing, and review how the homeowner will enroll.

Give sensors

Give sensors to your agents for use in their own homes. Let them go through your enrollment process so they know it firsthand. Meshify Sensor Support is available for customer support. Let your agents know they won't be expected to be a tech help desk.

Offer sample tactics

Give the agent and/or broker basic approaches for marketing Slim (i.e., flyers that agents can send after binding a new policy, template emails, premium discounts, etc.).

Create agent/broker playbooks

Make it easy by compiling materials, including conversation guides, pre-templated content for email blasts, and assets that can feed into digital marketing platforms.

Identify select agents to lead with

Leverage your agent segmentation to identify tech-forward or regionally-focused agents in support of your program scope. Some agents are inevitably more oriented toward technology or innovation. Identify those agents as early adopters and work with them.

Showcase Slim in your agent portal

Describe go-to-market, house reference materials for easy access.

Sensors can improve portfolio performance

Agents can promote sensors to their clients to mitigate risk and improve book performance.

Resources

Sample Email

Sell Sheet

Social Media

FAQs



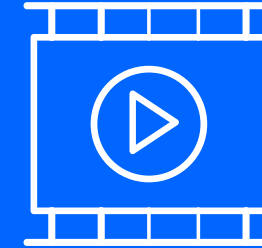
Good ideas. Great results.

Offer both digital and non-digital marketing assets. Although agencies are increasingly turning over to a more digital native generation, many agents still value non-digital marketing assets to support their conversations.



Get the word out

Sample campaign material can be customized for the delivery option as needed.



Email

Collateral

Direct mail

Social

Video

Press release



Section 3: Launching a successful sensor program

Step 6: Monitor your program

Meshify Insights™ dashboard

| Web-based access to your IoT program data and analytics 24/7.



Notifications bar

Real-time data available when and where you need it. View enrollments, activations, and alerts for any period within your program timeline. Click on “See Details” to see more information.



KPI cards

KPI cards provide a quick glance on Installs, Alerts, Customer Support, Sensors, and ROI. Click on a KPI card for more detailed graphs and tables.



Downloads

Tables can be downloaded into Excel by clicking on the cloud icon. Charts are downloadable as graphics (i.e., JPEG). Both are set up with preset date filters (i.e., week, month, quarter, year-to-date) and custom date ranges.



Data access and training

Your HSB IoT CSM can provide access to any and all contacts involved in managing your program. Training can also be provided to users to ensure familiarity with the reporting capabilities and associated data.

Meshify Insights



Good ideas. Great results.

24/7 access to your program data facilitates proactive program monitoring of customer, alerts, and saves activity. All members of your program team can get access to the Insights dashboard for real-time access.



Section 4

Assets and templates



Linked assets

One-stop access to assets that you can leverage along the entire Meshify Slim program lifecycle.
Click on an asset box to access content.



Marketing templates

Sell sheet

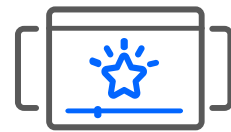
Video

Email templates

Press release

Direct mail

Social posts



Brand resources

Meshify

HSB

Additional logo files
available upon request



Enrollment support

Welcome card

Enrollment site

Enrollment emails

FAQs



Tools

Marketing campaign
brief

Program
gatechecks

Customer
testimonials

Sensor package by
home type

Digital marketing
benchmarks

Program team

Program KPIs

Coming Soon

API enrollment
specs

API cancellation
specs



Thank you!

Meshify Slim™ Program
Onboarding Playbook