



Why Southeast Asian Insurance Companies Need a Region-Native CDP



SOUTHEAST ASIA INSURANCE: THE REALITY

- Rapid digital adoption, but fragmented ecosystems
- Strong offline (agent-led) + online mix
- Diverse markets with different regulations & behaviors

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CHALLENGE

- Acquire online behavioral data
- Integrate with first-party offline (agent/CRM) data
- Lack of unified customer view
- Difficulty converting visitors → leads → policyholders



WHY THIS IS HARD

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- Data lives in silos (web, mobile, agents, branches)
- Identity resolution is weak
- Customer journeys are not connected



IMPACT

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- Low conversion rates
- Poor personalization
- Missed cross-sell / upsell opportunities
- High customer acquisition costs
- Inconsistent cross-channel experience



THE MISSING PIECE

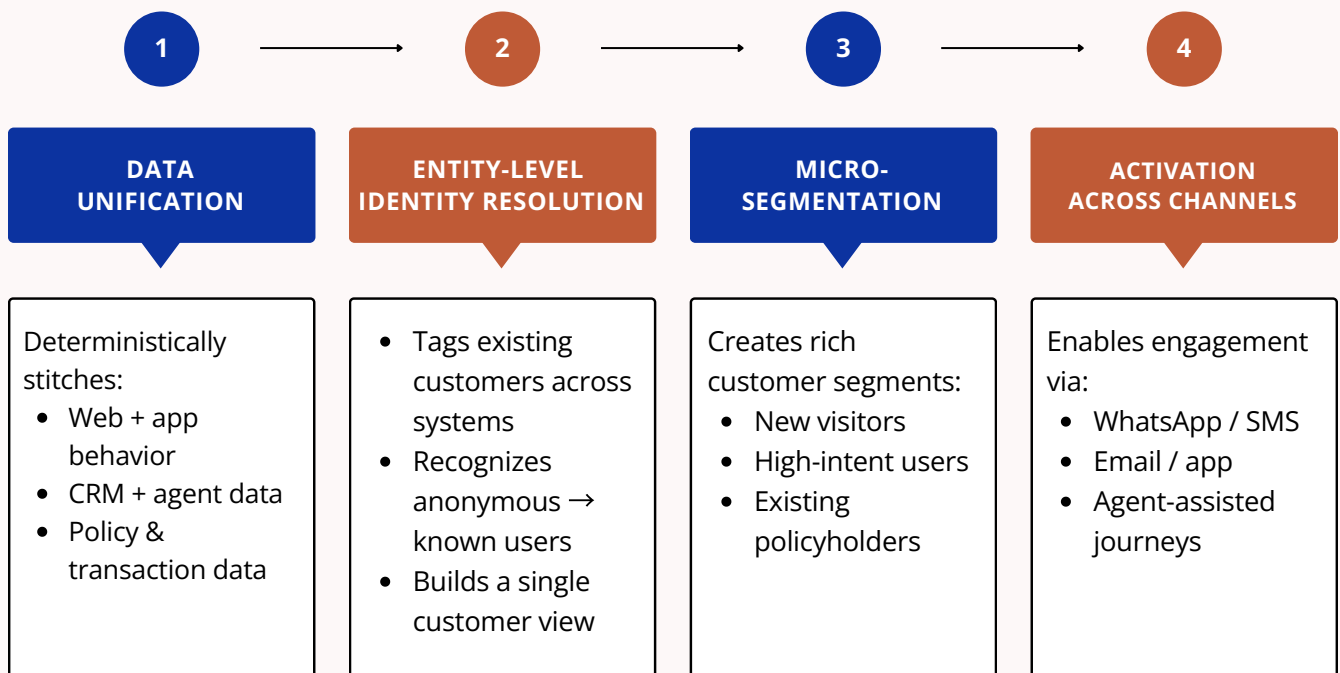
To solve this, insurers need a system that can unify data, resolve identities, and enable real-time activation across channels.

Enter Region-Native Customer Data Platform

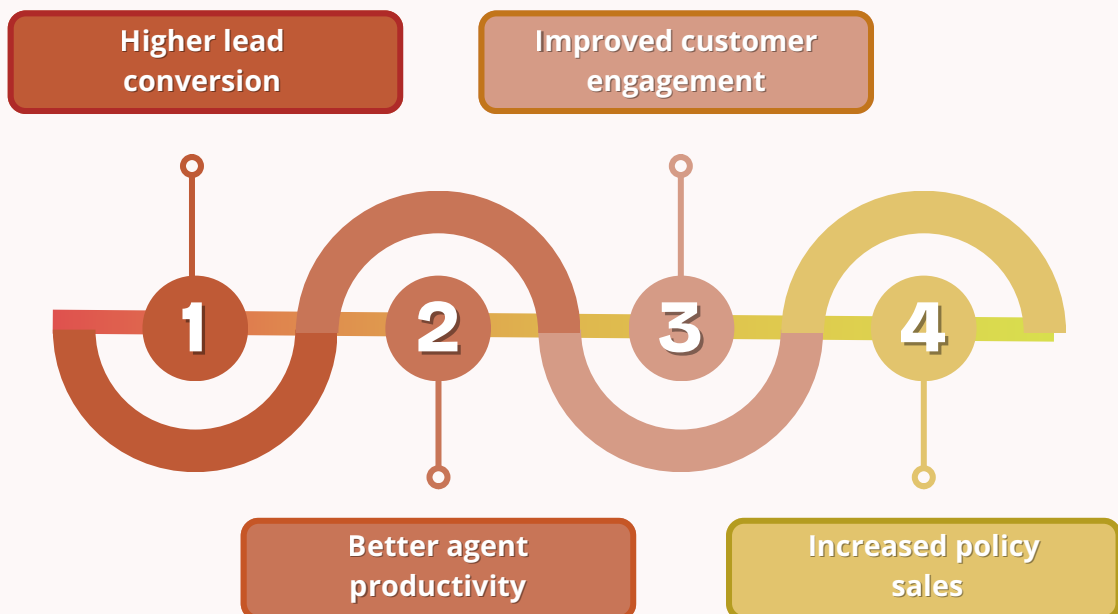
A region-native CDP unifies online and offline customer data into a single system, creating persistent, real-time customer profiles.

This enables activation across local digital channels and agent-driven touchpoints for consistent, personalized engagement.

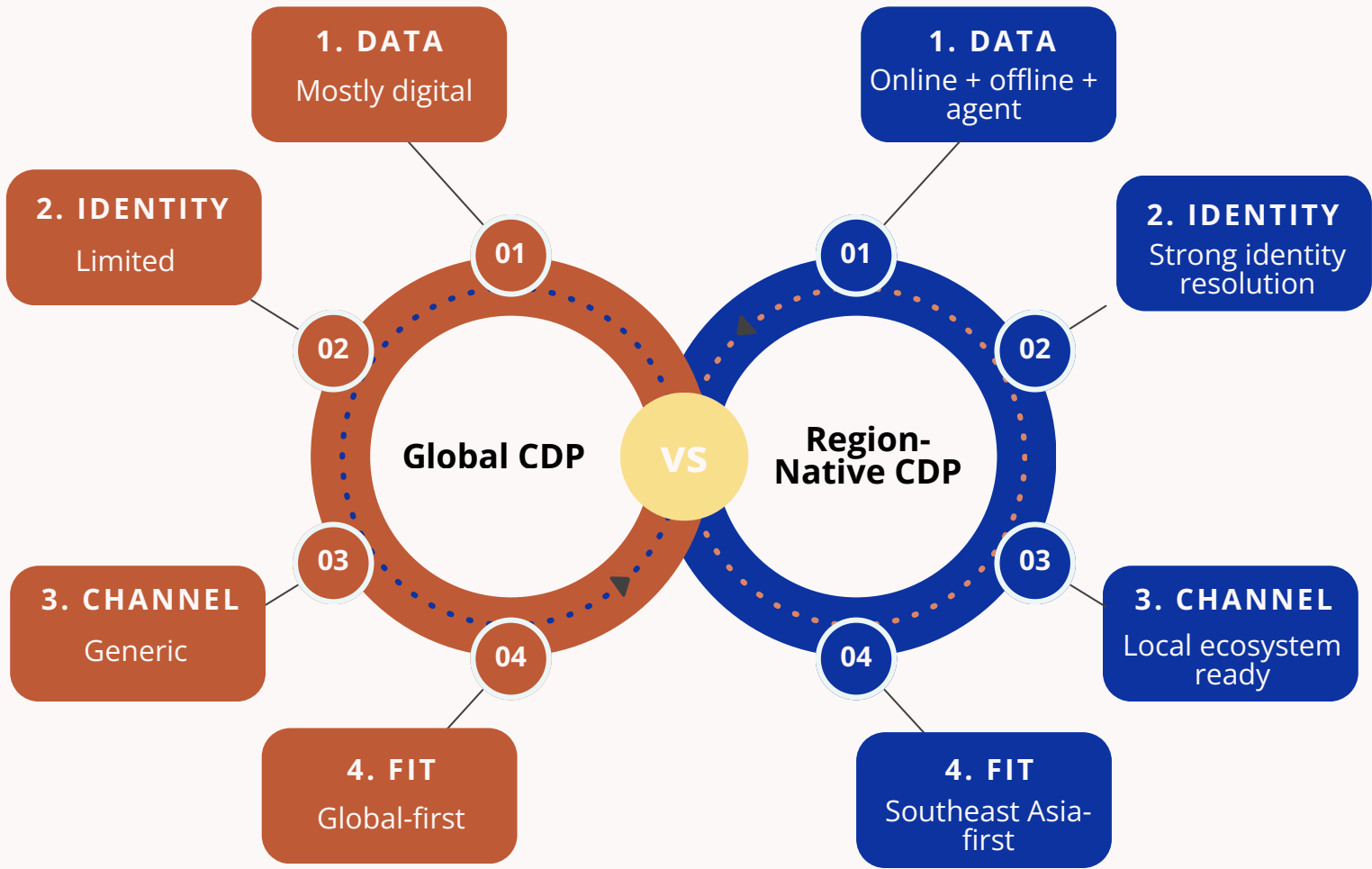
HOW IT SOLVES THE PROBLEM



OUTCOME



KEY DIFFERENCES



AIA Philippines (Lemnisk Customer)

AIA Philippines accelerated its digital transformation by using Lemnisk's CDP to unify online behavioral data with offline CRM and agent data, creating a seamless view across digital and agent-led journeys.

With real-time identity resolution, they built a persistent single customer view and enabled high-intent audience segmentation and activation across channels.

Result? Improved visitor-to-lead conversion, scalable personalization, and stronger orchestration between digital and agent channels.

See how Lemnisk's region-native CDP can transform your customer engagement. [Request a demo.](#)

