

# What people read and why



Luther Pendragon has teamed up with Slipcase to analyse traffic across its platform to find out what proprietary content, written by (re)insurance businesses, people read and why. Here are some of the highlights; please contact us to find out more.

### What do people read?

Let's explode some myths.

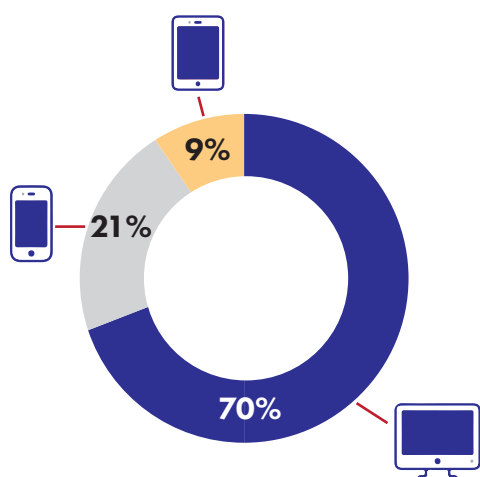
- ? Breaking news will always be more popular than longer features and analysis. **Not true.**
- ? Nobody reads press releases. **Wrong. They do, actually.**
- ? People love video, right? **Not according to our data they don't.**

### How does it get read?

Think people read primarily on their mobile? *Think again.*

**70%** of content is still read on desktops.

But the trend is shifting towards handhelds.



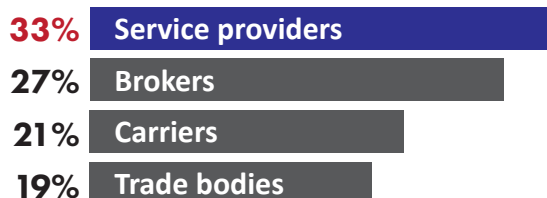
### Whose content is best received?

Insurance carriers top the list of most-read content. Hardly surprising, they are the most represented part of the industry on Slipcase. But they are not the most prolific in terms of publishing.

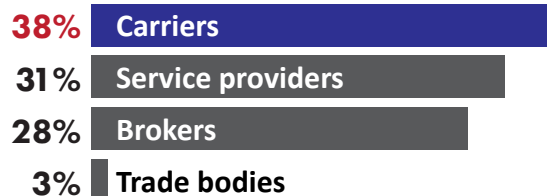
Service providers top the ranking. They account for just **18%** of the total number of contributors yet generated **33%** of content.

Brokers are also punching above their weight when it comes to generating content, while trade bodies have some catching up to do.

### Most prolific producers



### Most popular producers



### Most popular content:



Our full report sets out the most popular content for the period February to August 2018 and identifies the success factors - some surprising, some less so. These are just a few.

### Solve the video conundrum

In seven months of content analysis, a video has made the top 10 only twice. That's not through lack of trying. During that period there have been 49 videos posted on Slipcase. So why aren't they more popular? We offer our thoughts.



### Lists or Top 10s

Everyone loves a list. In today's world of information overload, they provide a thumbnail rundown of what or who is up and down, in and out, winning and losing. Like pre-prepared food for thought when we haven't had the time to keep up but are nonetheless hungry to keep pace.

### Big or small – keep it relevant

Whether you are producing a long report, a short blog or social media post, the topic needs to resonate with your audience. Nobody's interested in yesterday's news so stay on trend or – even better – ahead of one.

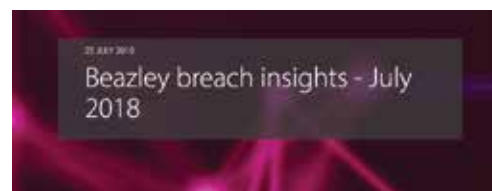


### The power of numbers

Data always makes interesting reading, especially when it's delivered via a punchy headline.

### Maintain flow – use regular updates to build awareness and following

Whether you produce something annually, every six months or once a quarter, if it's good it will build a reputation and people will look out for it before its published.





Luther Pendragon has extensive expertise and experience in the insurance industry, working for underwriting businesses, intermediaries, loss adjusters and professional services consultancies. This means that we genuinely understand your business, with all its specialist vocabulary and technical knowledge, and can work as a seamless extension of your in-house team across a range of activities including message development, content creation, media relations (both press and social), public affairs and crisis management.

**Contact:** [williammutton@luther.co.uk](mailto:williammutton@luther.co.uk)  
**+44 207 618 9100**



Slipcase is a central content platform for the global commercial sector of the (re)insurance industry. Underwriters, brokers and risk managers are able to register free and build a personalised feed of content to match their expertise and requirements. Organisations, including some of the industry's most established carriers, brokers and service providers use the Slipcase platform to broadcast their brand, news and insights to targeted industry verticals.

**Contact:** [jamesrichards@slipcase.com](mailto:jamesrichards@slipcase.com)  
**+44 203 409 5411**

