

 Refine Labs



**Round 1, Version 1**  
Main Campaign & Ad Hoc

January 2023

# Campaign 001

**Creative Angle:** Tell us about it.

**Approach:** Before we can create demand for myCOI we must create demand for COI tracking. This means looking at the category and understanding its pain points. We already know what these are, so let's highlight them in our ads. By revealing how COI tracking makes ICPs feel, we begin to create category/solution demand.

**Angle:** myCOI is the total solution (efficiency + safety)



Tell us about it: Ad Set 1

myCOI  
Sponsored

Keeping your business compliant is crucial, but that doesn't mean it's fun. myCOI has the software and expert team you need to turn this tedious work into something that's easy to manage and keeps you 100% safe.

myCOI

Snooze·fest

*noun*  
An extremely boring activity such as COI tracking



myCOI removes the snooze & keeps you safe

Learn more

Like

Comment

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myCOI  
Sponsored

Snooze·fest

*noun*  
An extremely boring activity such as COI tracking



Believe it or not, our team loves dull insurance work!  
Remove the snooze with myCOI.

Learn more

myCOI  
Sponsored

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Snooze·fest

*noun*  
An extremely boring activity such as COI tracking



myCOI's tracking removes the snooze

Learn more

Like

Comment

Share



Believe it or not, our team loves dull insurance work

myCOI's tracking removes the snooze

Learn more

myCOI



We'll keep you compliant, while you sleep better at night

you know...when you're supposed to

myCOI's tracking removes the snooze

Learn more



Tell us about it: Ad Set 2

myCOI  
Sponsored

Don't just settle for insurance tracking software. myCOI gives you that PLUS a full-service team who helps you avoid the cluster@#\$% that comes with non-compliance. We don't just identify compliance gaps, we resolve them.

F•AI•L:



When AI unsuccessfully tracks COI compliance.

myCOI

Trusting a bot can cost you a lot

Learn more

Like

Comment

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myCOI  
Sponsored

F•AI•L:

When AI unsuccessfully tracks COI compliance.



When AI unsuccessfully tracks COI compliance.

myCOI

Don't let a bot cost you a lot. Get a team of experts with myCOI.

Learn more

myCOI  
Sponsored

Don't just settle for insurance tracking software. myCOI gives you that PLUS a full-service team who helps you avoid the cluster@#\$% that comes with non-compliance. We don't just identify compliance gaps, we resolve them.

F•AI•L:



When AI unsuccessfully tracks COI compliance.

myCOI

Software that simplifies tracking

Learn more

Like

Comment

Share



myCOI gives you the software AND a team of experts

Experts that keep you protected

Learn more



Because just trusting a bot, can cost you a lot

myCOI is the complete solution

Learn more

February 2023

 Refine Labs



Tell us about it: Ad Set 3

myCOI  
Sponsored

Tracking certificates of insurance is dull but necessary. myCOI streamlines the process and protects your organization with the industry's leading software + a team of insurance experts who always have your back.

### COI·Cry

VERB

An emotional release caused by tracking COIs for compliance



Why weep? We make COI work 100% easier.

Learn more

Like

Comment

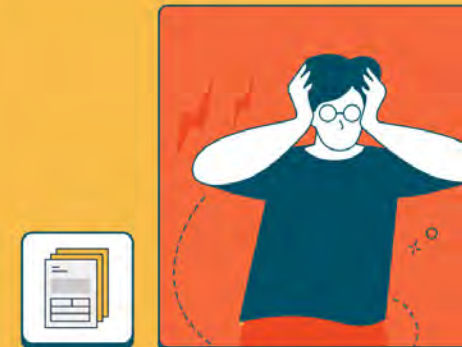
Share

myCOI  
Sponsored

### COI·Cry

VERB

An emotional release caused by tracking COIs for compliance



Dry those eyes, while myCOI's end-to-end solution helps you comply.

Learn more

myCOI  
Sponsored

Tracking certificates of insurance is dull but necessary. myCOI streamlines the process and protects your organization with the industry's leading software + a team of insurance experts who always have your back.

### COI·Cry

VERB

An emotional release caused by COI tracking



Why weep? We make COI work easier.

Learn more

Like

Comment

Share



Paper trails causing tears?

Work making you weep?

Why weep? We make COI work easier.

Learn more



Dry those eyes,

while myCOI helps you *comply*

Why weep? We make COI work easier.

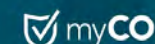
Learn more



Tell us about it: Ad Set 4

myCOI  
Sponsored

Trade stress for safety with myCOI's leading insurance tracking software built with our industry expertise—folded right in. Get a single place to view COIs, compliance, and risk reporting, for all your vendors, suppliers, tenants, subcontractors, franchisees, and carriers.

myCOI

# Scream·nastics

noun

The act of jumping through hoops to track COIs, while silently screaming from stress



Easy, effective COI tracking software

Learn more

 Like

 Comment

 Share

myCOI  
Sponsored

# Scream·nastics

noun

The act of jumping through hoops to track COIs, while silently screaming from stress



Stop screaming.  
Start streamlining with myCOI.

Learn more

myCOI  
Sponsored

Trade stress for safety with myCOI's leading insurance tracking software built with our industry expertise—folded right in. Get a single place to view COIs, compliance, and risk reporting, for all your vendors, suppliers, tenants, subcontractors, franchisees, and carriers.

myCOI

# Scream·nastics

noun

The act of jumping through hoops to track COIs, while silently screaming from stress



Get a total COI tracking solution

Learn more

 Like

 Comment

 Share



Stop screaming.  
Start streamlining.

Get a total COI tracking solution

Learn more



myCOI simplifies insurance tracking

Get a total COI tracking solution

Learn more



myCOI  
Sponsored

Why get only the software, and not the end-to-end solution you need to prevent those “oh s\*t” moments? myCOI not only alerts you to compliance issues, but our team of experts also helps you fix them before they become issues at all.

myCOI

# Comply·cations

noun

The “oh sh\*t” moment when you’re hit with penalties for non-compliant COIs



Total COI compliance coverage to CYA

Learn more

 Like

 Comment

 Share

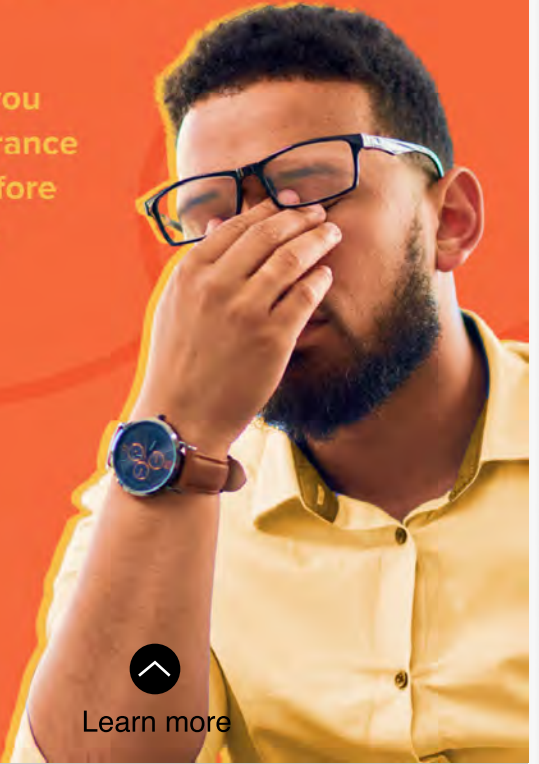
myCOI  
Sponsored

# Comply·cations

noun

The “oh sh\*t” moment when you’re hit with penalties for non-compliant COIs

We help you stop insurance issues before they ever occur.



Learn more

myCOI  
Sponsored

Why get only the software, and not the end-to-end solution you need to prevent those “oh s\*t” moments? myCOI not only alerts you to compliance issues, but our team of experts also helps you fix them before they become issues at all.

myCOI

# Comply·cations

noun

The “oh sh\*t” moment when you’re hit with penalties for non-compliant COIs



Total COI coverage to CYA

Learn more

 Like

 Comment

 Share

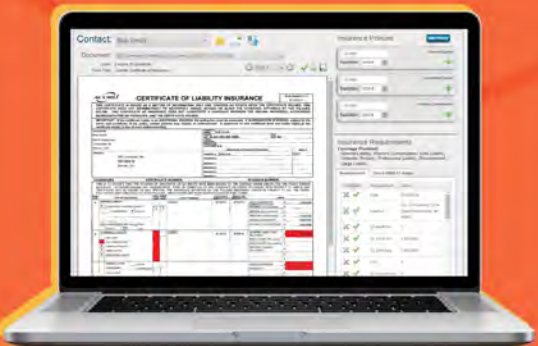


# Move from risk of penalties to compliance perfection

Total COI coverage to CYA

Learn more

myCOI



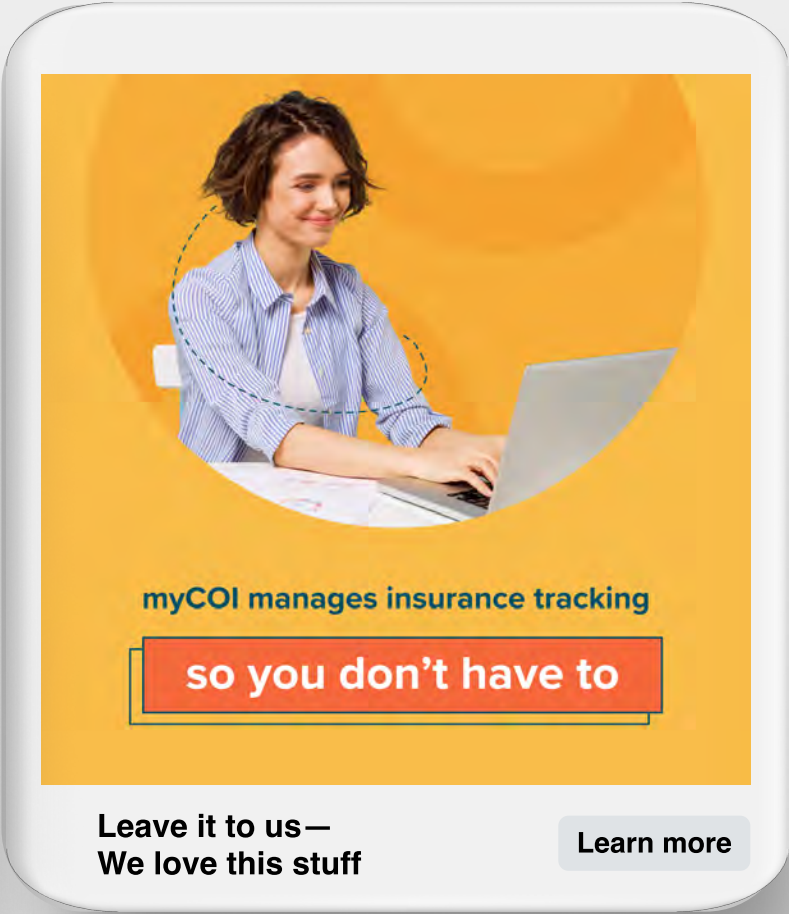
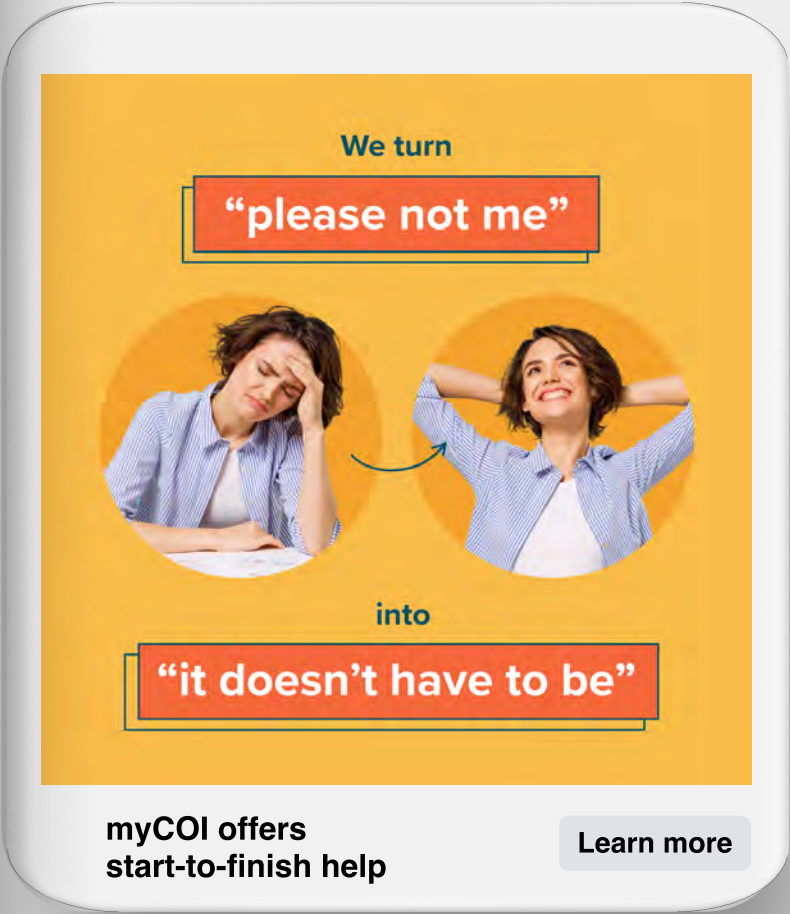
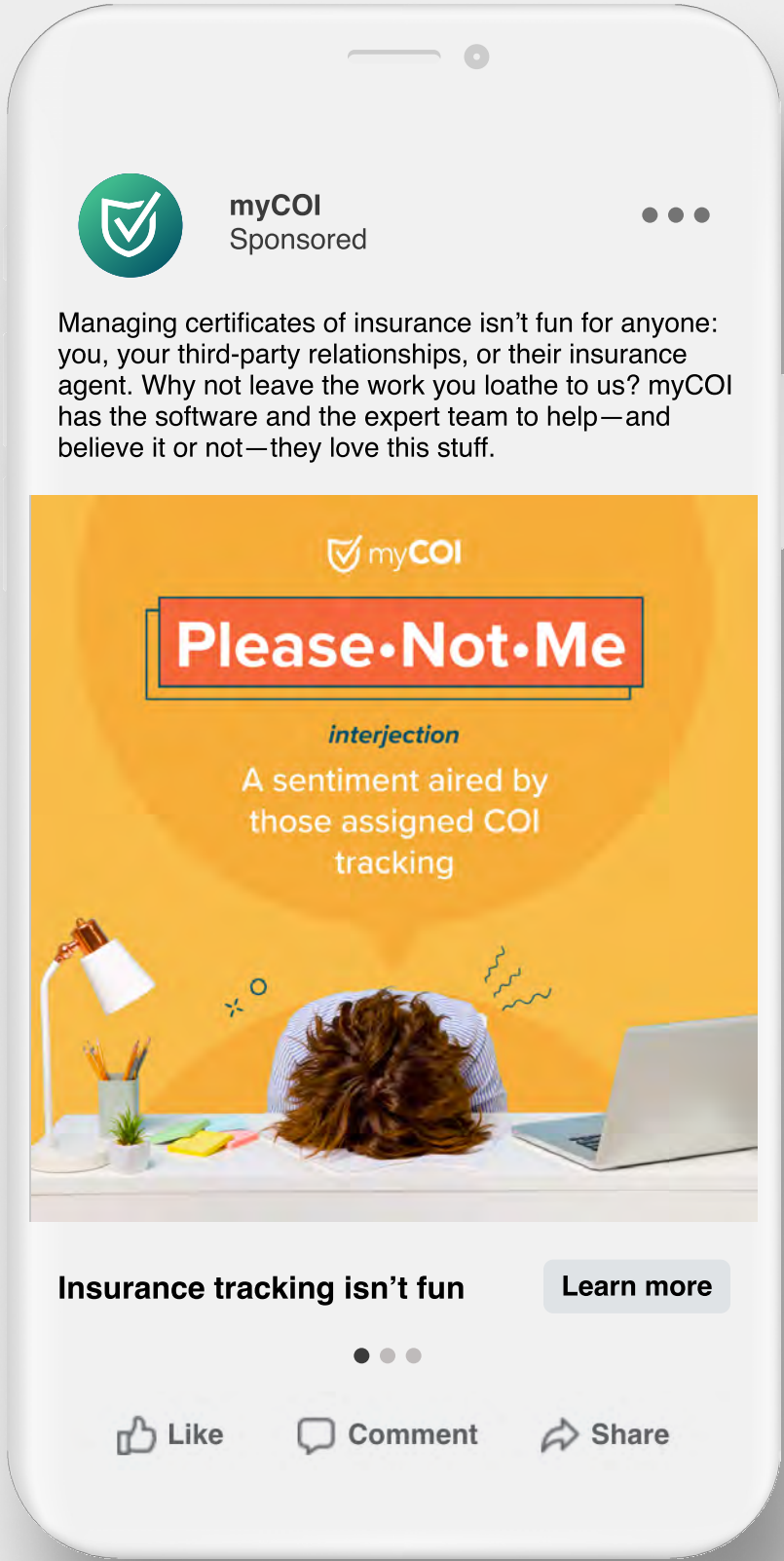
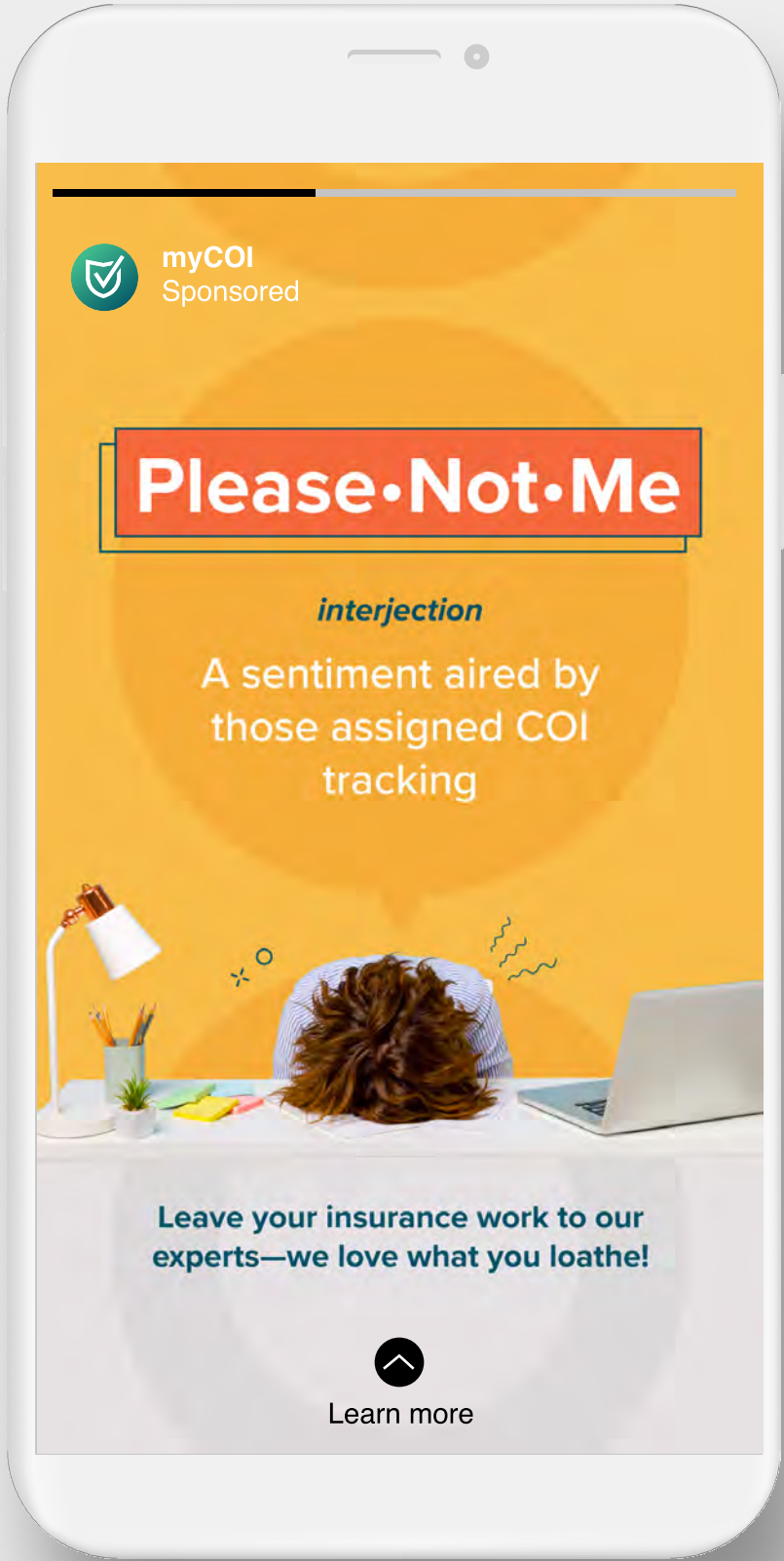
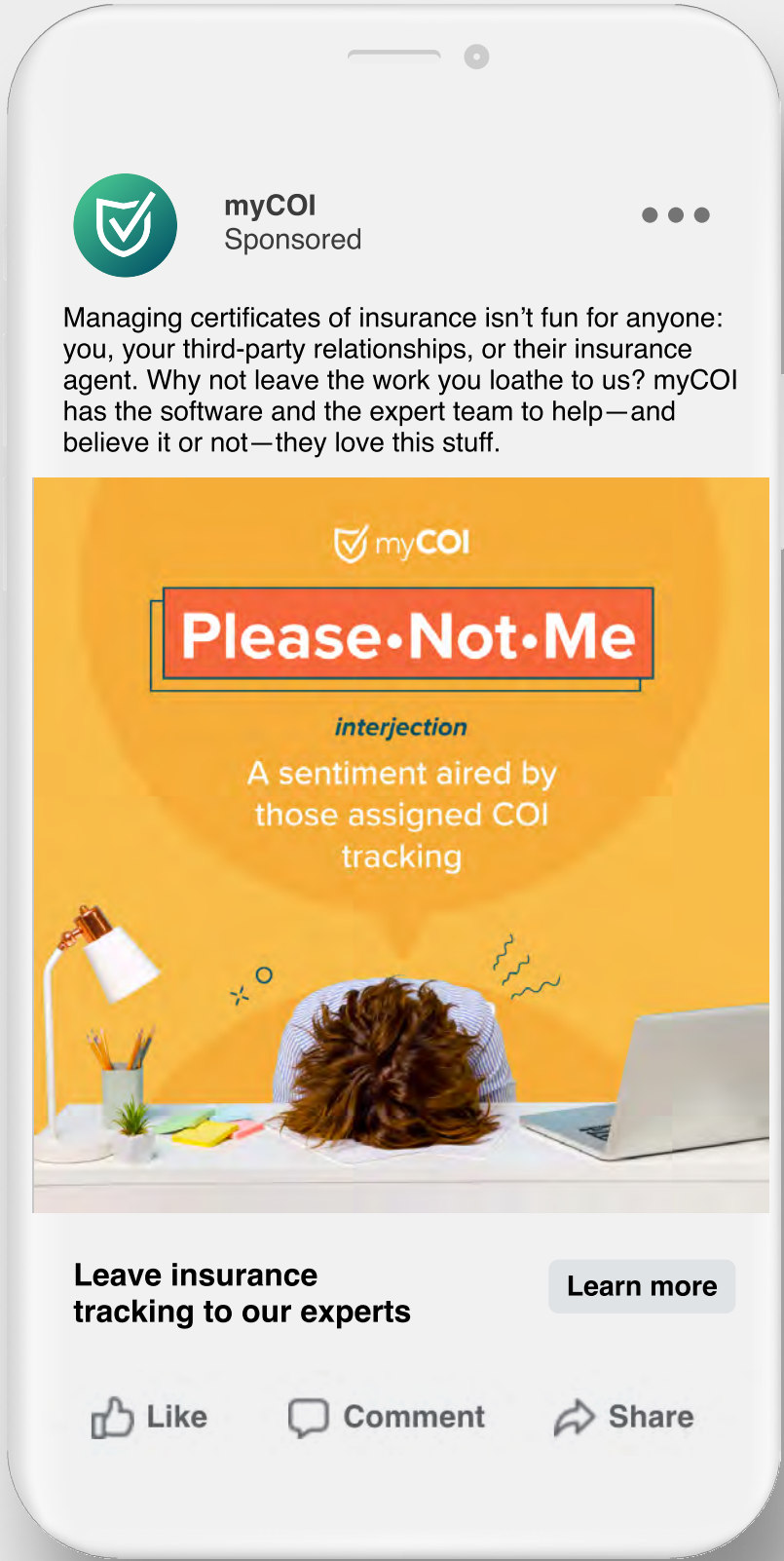
# With myCOI’s end-to-end tracking solution

Total COI coverage to CYA

Learn more



Tell us about it: Ad Set 6





# Content Amplifiers

(4) Feed Posts





Content Amplifiers [ 4 ]



myCOI  
Sponsored

Ensuring compliance is one of the most important aspects of any construction project, and that spreadsheet you're using isn't the solution. Learn why trusting insurance tracking to error-prone spreadsheets is a risk you can't afford to take.



Construction fines can feel like a 2x4 to the face

(and no one wants that)



Spreadsheets suck at ensuring compliance

Learn more

 Like

 Comment

 Share



myCOI  
Sponsored

Alston Construction used to spend ~1 hour a day managing certificates of insurance. After partnering with myCOI, they achieved 90% compliance across 11 offices and reduced the time spent on tracking to 1 hour a week.



One of myCOI's biggest attributes is having highly qualified, efficient experts who have actually worked in the insurance field and know the language inside and out.

Victoria Pearson,

Contract Administrator Manager

Alston + myCOI = saves time & fines

Learn more

 Like

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myCOI  
Sponsored

From making your life easier to adding deep value for your clients, insurance agency software can be one of the best ways to get ahead of the competition. But first, you gotta find the best product for your needs—and we're here to help with that.

It's true—

adding insurance software can:

 Productivity

 Revenue

 Agency value



Find the best software for your agency

Learn more

 Like

 Comment

 Share



myCOI  
Sponsored

Managing insurance documentation can be a nightmare. Getting paperwork on time, verifying documents, checking endorsements, reviewing accuracy—and doing it all manually can quickly bury you. Luckily, there's a better way to tackle these tasks using solutions like myCOI.

If you  being buried in insurance paperwork,



If not, try myCOI.



A complete solution to unbury yourself

Learn more

 Like

 Comment

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# Thank You

