

Franklin Madison Group LLC

Franklin Madison Group LLC is an insurance program management and marketing services company that partners with [cooperatives](#), [credit unions](#), [banks](#), and [affinity partners](#) to offer consumer insurance products across various categories. The company provides a range of services, including program administration, marketing, and customer support. It works with select national insurance carriers. The company is based in Franklin, Tennessee. ^[3]

History

Financial Institution Services Inc. (FISI), was founded in 1971, ^[4] providing marketing strategies, products, and services to financial institutions, focused on insurance products and marketing. In 1972, the company created the first AD&D insurance with complimentary benefits as part of a financial institution customer appreciation program. ^[5]

In 1986, FISI acquired Madison Financial and rebranded to FISI-Madison Financial. ^[4] Also in 1986, Comp-U-Card acquired Benefits Consultants, Inc., and FISI-Madison. ^[6] Benefits Consultants, Inc., formed the insurance division of FISI-Madison.

In 1997, Cendant Corporation acquired FISI-Madison and in 2002 FISI-Madison rebranded as Progeny Marketing Innovations. ^[7] In 2005, Cendant Corporation sold Progeny Marketing Innovations to Affinity Acquisition Holdings. ^[4]

In 2006, Progeny Marketing Innovations rebranded as Affinion Benefits Group after being acquired by Affinion Benefits Group LLC. ^[8] In 2018, Mill Point Capital acquired Affinion Benefits

Group, at that time rebranded as Affinion Insurance Solutions. ^[9] Now backed as an independent company, it rebranded as Franklin Madison Group LLC. ^[10]

Franklin Madison Group LLC

Company type	Private
Industry	Insurance
Founded	1971; (54 years ago as Financial Institution Services Inc.)
Headquarters	Brentwood, Tennessee, U.S.
Area served	United States
Key people	Robert Dudacek, President and CEO
Services	insurance products, data-driven marketing , program administration, customer service and support
Revenue	\$186.9 million
	USD (2025) ⁽¹⁾
Number of Employees	272 (2025) ⁽²⁾
Website	https://franklin-madison.com

In 2021, Franklin Madison Group launched FM Engage, a direct marketing agency providing insurance marketing and data services. ^[11] In 2022, the company acquired direct marketing agency, SeQuel Response. ^[12] In 2025, FM Engage and SeQuel Response were unified and relaunched as Franklin Madison Direct. ^[13]

Business Model and Services

Franklin Madison Group consists of Franklin Madison and Franklin Madison Direct. Franklin Madison offers consumer insurance products to banks, credit unions, cooperatives, and affinity partners. Services include insurance program management, marketing and customer engagement, and customer service and support. ^[3]

Franklin Madison's business model, in which the company partners with select national insurance carriers, has been claimed by the company and by third-parties to offer a distinct selling proposition. ^[14] The company's White Label marketing approach, so called due to its exclusive promotion of partner brands, has caused confusion for some consumers when billing shows the Franklin Madison name. ^[15]

Franklin Madison Direct offers marketing solutions to consumer and insurance brands.

Franklin Madison Group LLC holds an A+ rating from the Better Business Bureau®. ^[16]

Products

[Accident & Illness](#) Product Suite:

- Hospital Accident Insurance
- Recuperative Care Plan
- Accident Expense Coverage
- Critical Illness & Injury Insurance

[Life Insurance](#) and [AD&D](#) Product Suite:

- Whole Life Insurance
- Term Life Insurance
- Accidental Death & Dismemberment (AD&D)

[Property & Casualty](#) Product Suite:

- Home Warranty Plan
- Auto & Homeowners Insurance

Personal Cyber Insurance

Awards & Recognition

Franklin Madison has been the recipient of many awards and recognized in business rankings categories, including:

2024: Minneapolis/St. Paul Business Journal - “Largest Advertising Agencies in the Twin Cities, 2024” ^[17]

2023: NAFCU – “2023 Innovation Award Winners” ^[18]

2021: PIMA – “2021 Insights Awards Winner” ^[19]

2020: PIMA – “2020 Insights Awards Competition” (x2 placings) ^[20]

Company Culture

As an employer, Franklin Madison Group holds a 4.3/5 star-rating on Glassdoor, with a “90% would recommend to a friend”, assessment based on 20 reviews. ^[21] The company appears to encourage participation in “Corporate Challenge” events, often in support of causes such as the Special Olympics. ^[22]

External Links

[Franklin Madison](#) (official website)

[Franklin Madison Direct](#) (official website)

References

1. [^Franklin Madison Information – RocketReach, 2025](#)
2. [^Franklin Madison Group Profile and History – Datanyze, 2025](#)
3. [^Franklin Madison \(official site\)](#)
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5. [^"Essential Guide to Accidental Death & Dismemberment \(AD&D\) Insurance", GreenProfit, 2025](#)
6. [^"CUC International, Inc." – Encyclopedia.com](#)
7. [^"FISI-Madison Financial repositions itself as Progeny Marketing Innovations" – Nashville Post – Sep 4, 2002](#)
8. [^"Working at Affinion Benefits Group LLC" - Zippia](#)
9. [^"Mill Point Capital Completes Carve-Out of Affinion Insurance Solutions" – Mill Point Capital, Aug 15, 2018](#)
10. [^"Affinion Insurance Solutions Announces New Company Name: Franklin Madison" – NAFCU, Nov 06, 2018](#)
11. [^"Franklin Madison Announces New Division, FM Engage" – Business Wire, Jul 14, 2021](#)
12. [^"Franklin Madison Acquires SeQuel Response, a leading Direct Marketing Agency" – Mill Point Capital, Aug 4, 2022](#)
13. [^Franklin Madison Direct \(official site\)](#)
14. [^"Direct Marketed Life Insurance for Your Financial Institution" – GreenProfit Solutions, Inc., 2025](#)
15. [^Franklin Madison Group LLC – Better Business Bureau® - Complaints](#)
16. [^Franklin Madison Group LLC – Better Business Bureau® - Business Profile](#)
17. [^"Largest Advertising Agencies in the Twin Cities" – Minneapolis/St. Paul Business Journal, Aug 15, 2024](#)
18. [^"2023 Innovation Award Winners" – NAFCU, 2023](#)
19. [^"Insights From Franklin Madison, a PIMA Insights Awards Winner" – PIMA, Jan 11, 2022](#)
20. [^"PIMA Announces 2020 Insights Awards Competition Results" – PIMA, Jun 17, 2020](#)
21. [^Franklin Madison – Glassdoor Online Job Search and Review Platform](#)
22. [^"Participating in Corporate Challenge Improves Company Culture at Franklin Madison" – Special Olympics, Tennessee, 2025](#)