

STRATEGIC ORCHESTRATION MEETS CUSTOM CRAFT:

Reengineering a Front-End Website
Dream into a Back-End Powerhouse



THE CHALLENGE

CopperPoint is a commercial insurance provider supporting brokers, agents, and policyholders across the western United States. Following a period of steady growth and regional expansion, the company launched a brand modernization initiative. A key part of that effort was building a scalable website on **HubSpot CMS** that could support their marketing, compliance, and policyholder engagement goals.

The decision to move forward with **HubSpot** was already made. A full suite of Figma designs created by a previous agency had been approved. But what looked polished in a design file was only the beginning.

A legacy insurance brand ready for the next chapter, with a digital platform that needed to catch up.

The site needed to do more than present information. It had to function as a dynamic resource. **That included tools like the Appetite Guide and Claims Kit.**



Appetite Guide

helps brokers understand what coverage is available for different business types

Claims Kit

a compliance-driven reference that changes by state and carrier.

Both

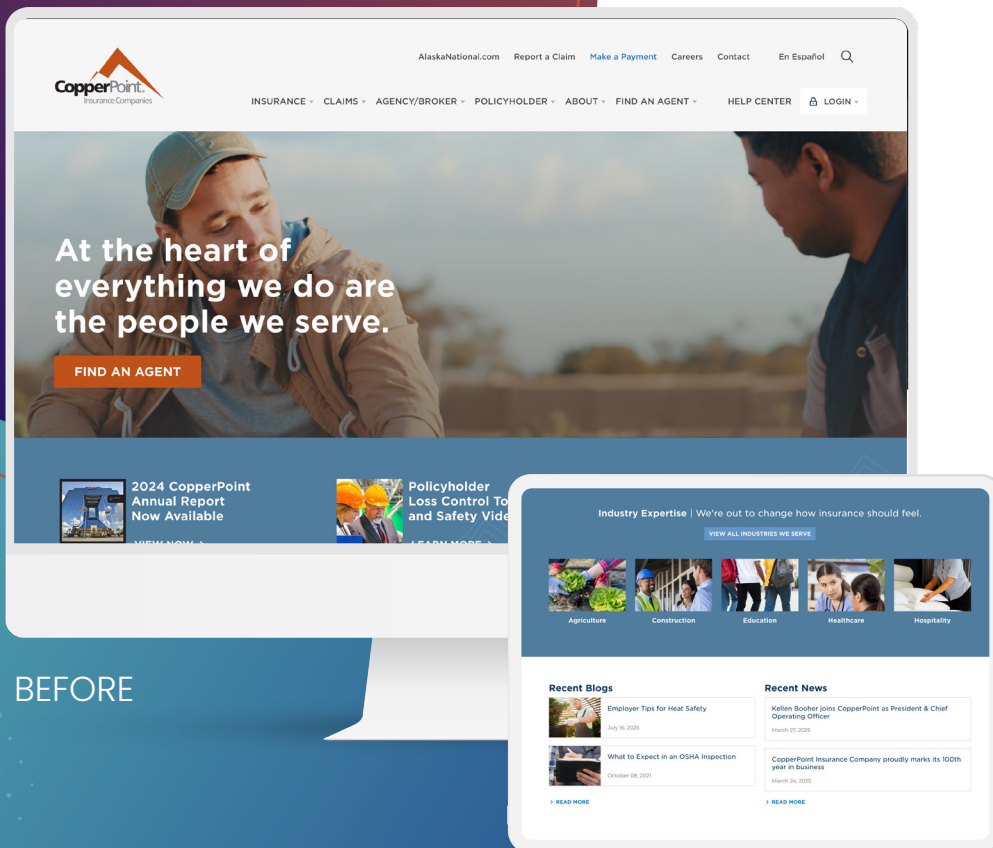
required database structure, filtering logic, and in some cases API integration

CHALLENGE / OPPORTUNITY

THE CHALLENGE (CONT.)

While the approved Figma designs captured the visual intent, CopperPoint needed an **HubSpot Elite Solutions Partner** who could translate that vision into a working system, something their previous agency hadn't been equipped to deliver.

Vonazon was brought in to **execute, scale,** and **evolve the strategy** from static design to living system built to handle the logic, content structure, and long-term scalability they were aiming for.



THE CHALLENGE (CONT.)

As the project unfolded, more complexities surfaced.

NEW MODULES WERE INTRODUCED

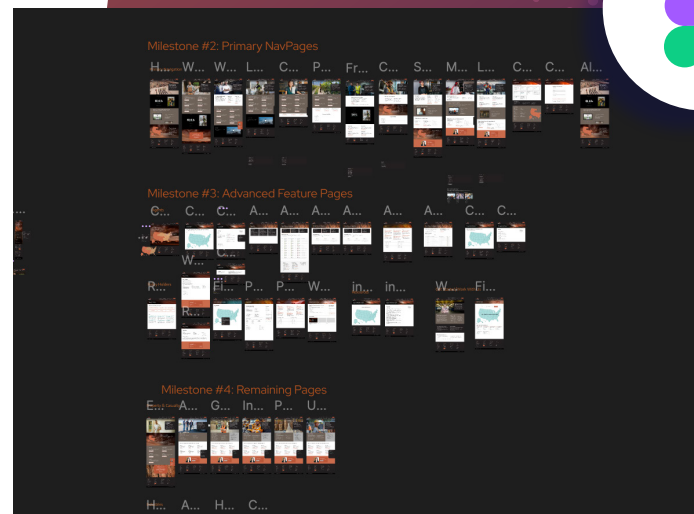
LAYOUTS CHANGED

CONTENT GOVERNANCE BECAME A PRIORITY

SUB-BRANDS LIKE ALASKA NATIONAL NEEDED THEIR OWN LOGO AND NAVIGATION BEHAVIOR, WHILE STILL SHARING

COPPERPOINT'S TEAM ALSO NEEDED THE ABILITY TO MAKE UPDATES INTERNALLY, WITHOUT COMPROMISING DESIGN INTEGRITY OR TECHNICAL STABILITY. INFRASTRUCTURE WITH THE PARENT SITE.

There wasn't time to start over. The path forward meant adapting fast, building smart, and creating a system flexible enough to support a growing brand across regions, audiences, and internal teams.

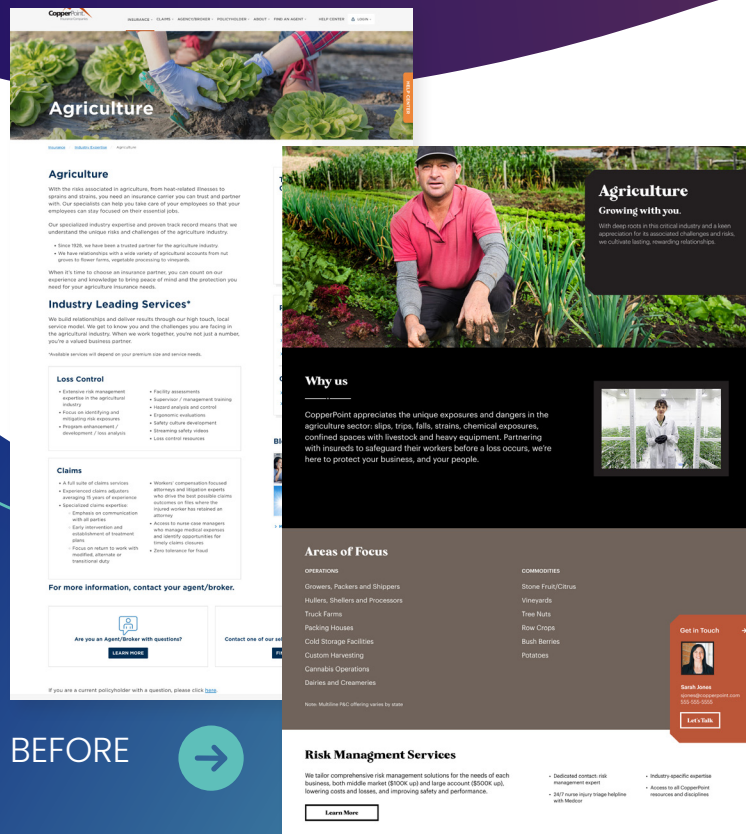


Even before the project was official, Vonazon's UX and dev leads were already diving in—pulling apart the Figma files, mapping user flows, and pressure-testing how those tools would actually work inside HubSpot. **Those early conversations shaped the build before a single module was created.**

That's where the work began.

THE TURNING POINT

Once inside the build, it became clear the designs needed more than translation. They needed engineering. Every layout, module, and interaction had to work not just once, but across a flexible framework that CopperPoint's internal team could manage over time.



BEFORE



AFTER

*From static mockups to
a living, modular system
inside HubSpot.*

The first step was reverse-engineering the Figma files into a **custom HubSpot theme** and **website design**. This meant moving beyond page-by-page development and building a modular system from the ground up—one where components could be reused, styled conditionally, and updated through HubSpot's drag-and-drop editor without breaking the structure.

We started by identifying patterns across the designs:

PAGE LAYOUTS THAT SHARED LOGIC

MODULES THAT COULD BE STANDARDIZE

INTERACTIVE COMPONENTS THAT NEEDED TO PULL DATA DYNAMICALLY

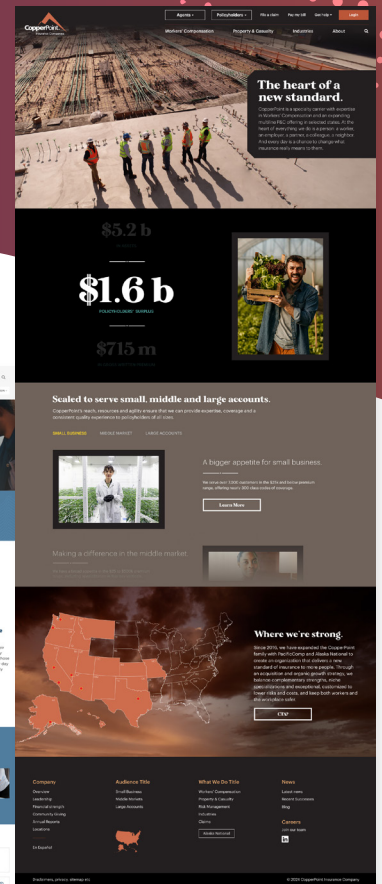
STRATEGY / SOLUTION

The Figma designs showed what the experience should look like, but not how it should work. To make it real, we needed a system that could deliver content conditionally—based on user input, geography, or business type—using structured data and scalable logic.

Every module was built to be flexible—configurable in the editor, with controls for background color, image alignment, and section spacing. We documented each one for internal use, so the CopperPoint team could manage the site without needing custom development support for future changes.

Where branding diverged, like with Alaska National, we used conditional logic to apply alternate logos and navigation behavior—all within the same codebase. No duplicate templates. No fragmented systems.

BEFORE



AFTER

As the client's needs evolved, the system adapted. And with every new request, the goal stayed the same: **keep the build scalable, consistent, and ready for what's next.**

THE BUILD

With the framework mapped and the gaps in logic identified, the focus shifted to building a system that would support CopperPoint's marketing goals today and continue scaling across business lines, regions, and internal teams in the future.

At the core was a fully custom HubSpot theme, built from scratch to replace the legacy structure. This wasn't a retrofit or a re-skin. It was the phase where strategy became structure—where **modular logic, HubDB integration**, and **flexible components** were brought to life inside a fully custom theme.

Vonazon's design team worked within the original Figma structure to close the gaps between static mockups and live behavior. We introduced standardized button hierarchies, hover states, responsive font scaling, and layout logic that would hold up across pages and devices. These refinements made the site more intuitive for users and easier to manage for editors.

These modules weren't static—they were designed to be reused, reordered, and adjusted from the page editor. That consistency made updates simpler and helped the internal team work faster across a complex site.

*Where Design Meets
Function and Everything
Works the Way It Should*

Small business is local business. Small business is our business.

CopperPoint is a trusted partner for small businesses, understanding their unique requirements and opportunities. We offer a range of business services and resources to all policyholders, regardless of the size of their policy.

[View Our Appetite for Small Business](#)

Target Industries

- Artisan Contractors
- Restaurants (Hospitality)
- Doctors/Dentists (Healthcare)
- Education
- Retail
- Service/Offices

Agents: see our recent successes

We are pleased to share highlights of our quarterly recent successes. Your success drives ours and we're committed to providing you with the tools you need to do business with us.

ALASKA & PACIFIC NORTHWEST CALIFORNIA SOUTHWEST SMALL BUSINESS WITH COPPERPOINT



California

- 1st Quarter 2025
- 4th Quarter 2024
- 3rd Quarter 2024
- 2nd Quarter 2024

Our core state footprint includes:

- Alaska
- Arizona
- California
- Colorado
- Idaho
- Kansas
- Montana
- Missouri
- New Mexico
- Nevada
- Oklahoma
- Oregon
- Texas
- Utah
- Washington

[Coverage Availability](#)

Let's get in touch

Contact your agent or underwriter today to discuss CopperPoint's appetite for small business.

[Let's Talk](#)

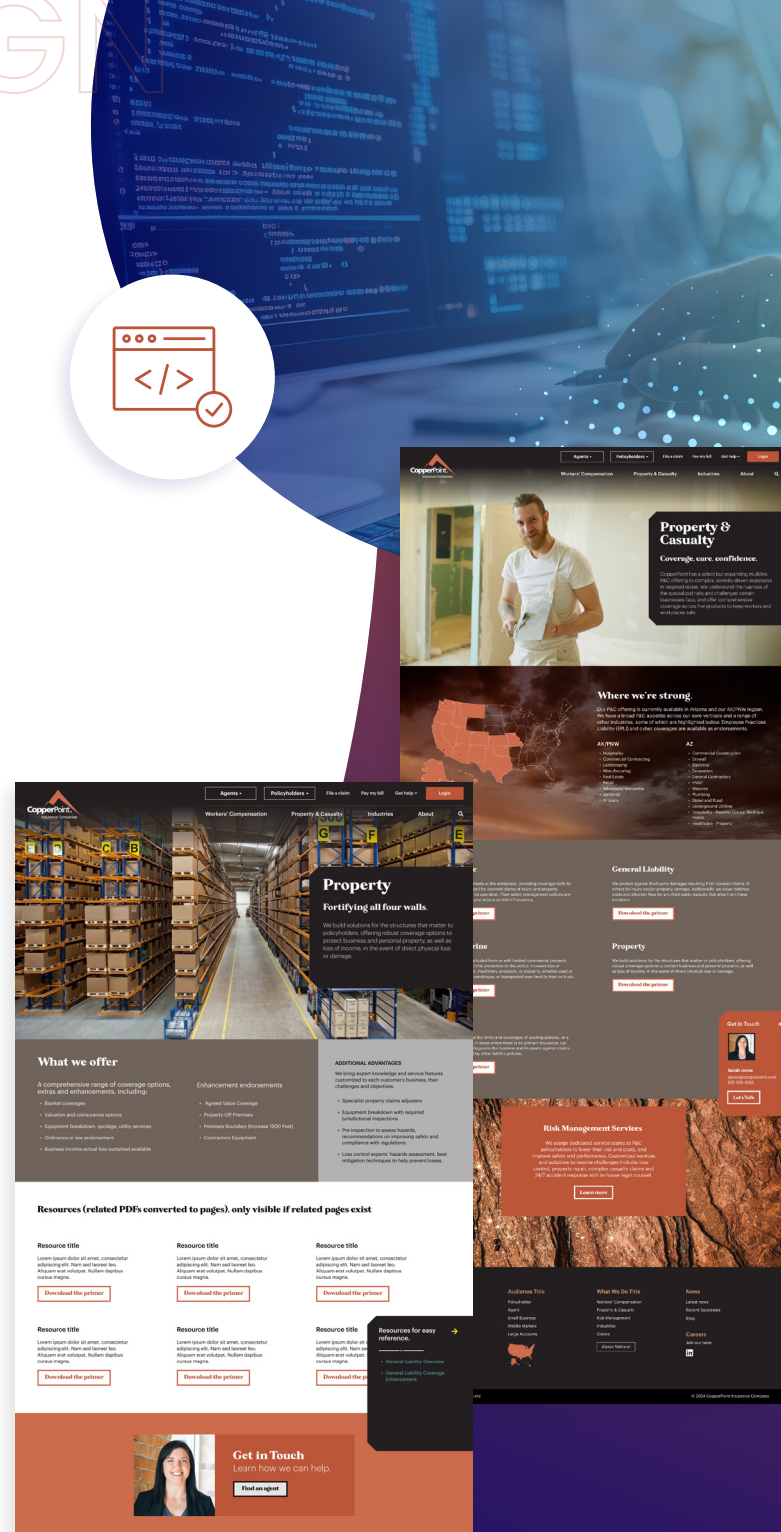
EXECUTION / DESIGN

That structure came to life through **HubDB—HubSpot’s built-in relational data table tool**. It powered six unique page systems across the site, including the Appetite Guide and Claims Kit. Each uses structured tables to deliver content dynamically, adjusting what the user sees based on filters like business type, carrier, and state.

Instead of managing dozens of static pages or hard-coded modules, CopperPoint’s team now updates content in one place—reducing duplication, streamlining QA, and making future expansion far simpler.

For components tied to user interaction, we built with flexibility in mind.

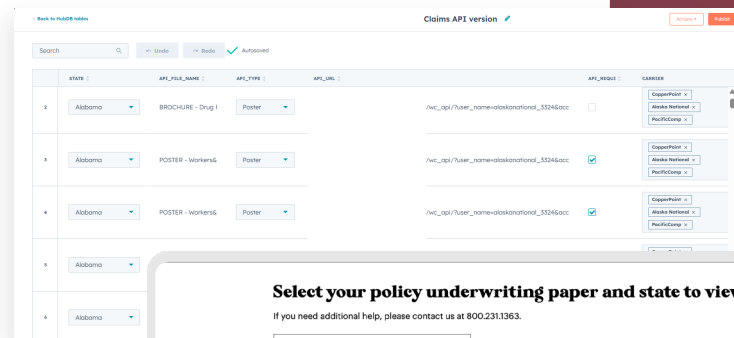
- One tool helps brokers determine whether CopperPoint covers a specific type of business, using **industry and location filters**.
- Another powers a compliance resource hub, delivering the **correct claims documentation and contact info** based on the user’s state and carrier.
- Both experiences pull from structured data sources and are designed to **populate content dynamically**, reducing manual duplication.



EXECUTION / DESIGN

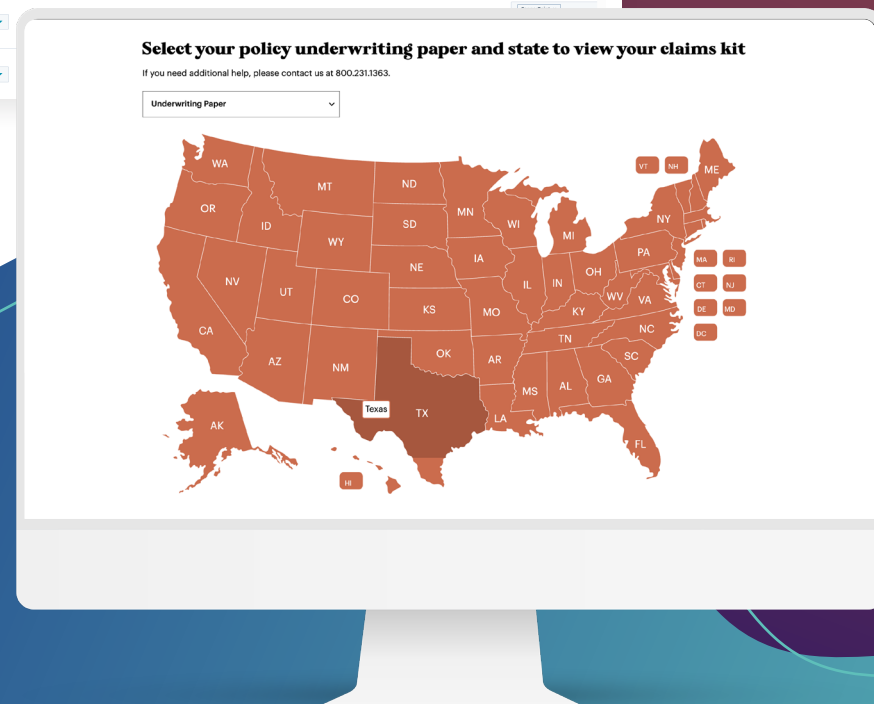
Because HubSpot only allows a single theme per site, we implemented **conditional logic at the template level to support brand variations** like Alaska National. This allowed the system to adapt logos, navigation, and styling—all without fragmenting the codebase or creating duplicate environments.

One of the most engaging features is the **interactive coverage map**. Built with **HubDB** and front-end scripting, it allows users to hover, click, and explore state-specific coverage options in real time. It's both functional and visually compelling—a clear example of how thoughtful data design can elevate the user experience.



The screenshot shows a web application interface for a 'Claims API version'. It features a table with columns: STATE, API_FILE_NAME, API_TYPE, API_URL, and API_REGION. The table contains five rows of data, all for the state of 'Alabama'. To the right of the table is a sidebar with a 'Coverage' section containing three dropdown menus for 'Alaska National' and 'PacificCamp'. The interface also includes a search bar, a 'Back to HubDB table' link, and a 'Claims API version' link.

STATE	API_FILE_NAME	API_TYPE	API_URL	API_REGION
Alabama	BROCHURE - Drug 1	Poster	/v1/api/?user_name=alaskanational_33346acc	
Alabama	POSTER - Workers&	Poster	/v1/api/?user_name=alaskanational_33346acc	
Alabama	POSTER - Workers&	Poster	/v1/api/?user_name=alaskanational_33346acc	
Alabama				
Alabama				



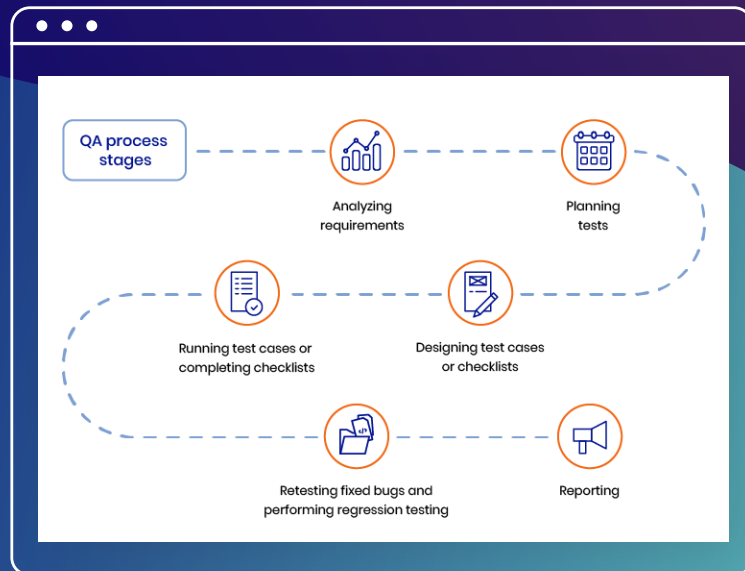
To ensure long-term independence, we equipped CopperPoint's team with a complete module library and system documentation—allowing them to expand the site confidently after launch.

Every technical decision was made with a simple goal in mind: **give the internal team control without sacrificing structure.**

THE PARTNERSHIP

With a live system in progress and scope shifting week to week, the real differentiator was how we kept the project aligned and on pace.

Vonazon worked as both **lead implementer** and **strategic liaison**, translating between design intent, technical constraints, and evolving client-side needs. When new modules were introduced or content sources changed mid-build, we recalibrated without slowing the timeline. **Every request was evaluated through the lens of system impact, scalability, and long-term manageability.**



*Structure,
communication, and
momentum built in.*



Weekly meetings created a reliable rhythm. Synchronous documentation helped the CopperPoint team stay informed and empowered to review work in real time. When internal teams began editing live pages directly, Vonazon introduced a **structured QA process to safeguard layout integrity and provide backup support.**

THE / PARTNERSHIP

We also supported the client through key decision points. This included determining how state-by-state claims data would be stored, mapped, and displayed dynamically, as well as defining the logic behind filtering tools that brokers and policyholders would rely on. These weren't simply technical calls. They were business decisions with real workflow implications.

As the project neared completion, **Vonazon delivered a comprehensive training handoff**. We facilitated both a general CMS walkthrough and a deep-dive session tailored to CopperPoint's custom build. Training topics were driven by the client's own wishlist, **developed collaboratively to focus on modules, filters, and backend logic** where internal teams wanted greater confidence and control.



The partnership worked because it was structured. **Communication was consistent, momentum was maintained, and the system was delivered with both performance and longevity in mind.**

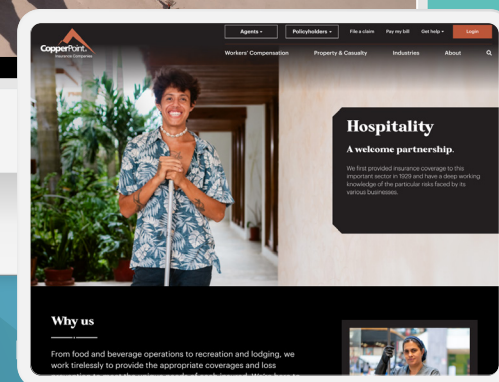
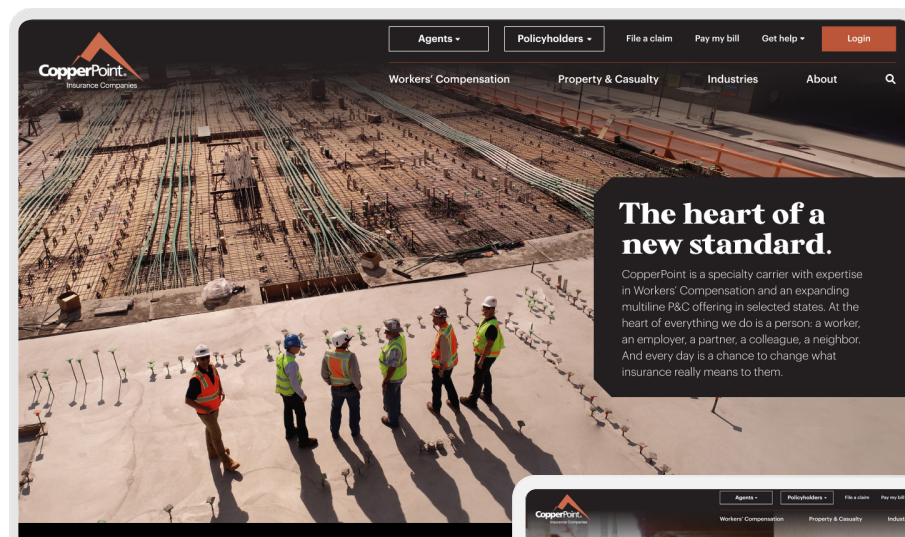
THE OUTCOME

The launch of the new CopperPoint website marked more than the completion of a project. It signaled a shift in how the organization manages its digital presence—from a **set of static designs to a living, flexible, and scalable content system.**

The shared system is already delivering value—supporting multiple business units, carrier groups, and state jurisdictions with a single, scalable architecture. Modular layouts and dynamic filtering now work seamlessly behind the scenes, without adding friction for editors or users.

Now, brokers and policyholders get tailored content in **fewer clicks**—whether they're checking coverage eligibility or downloading the right claims documents.

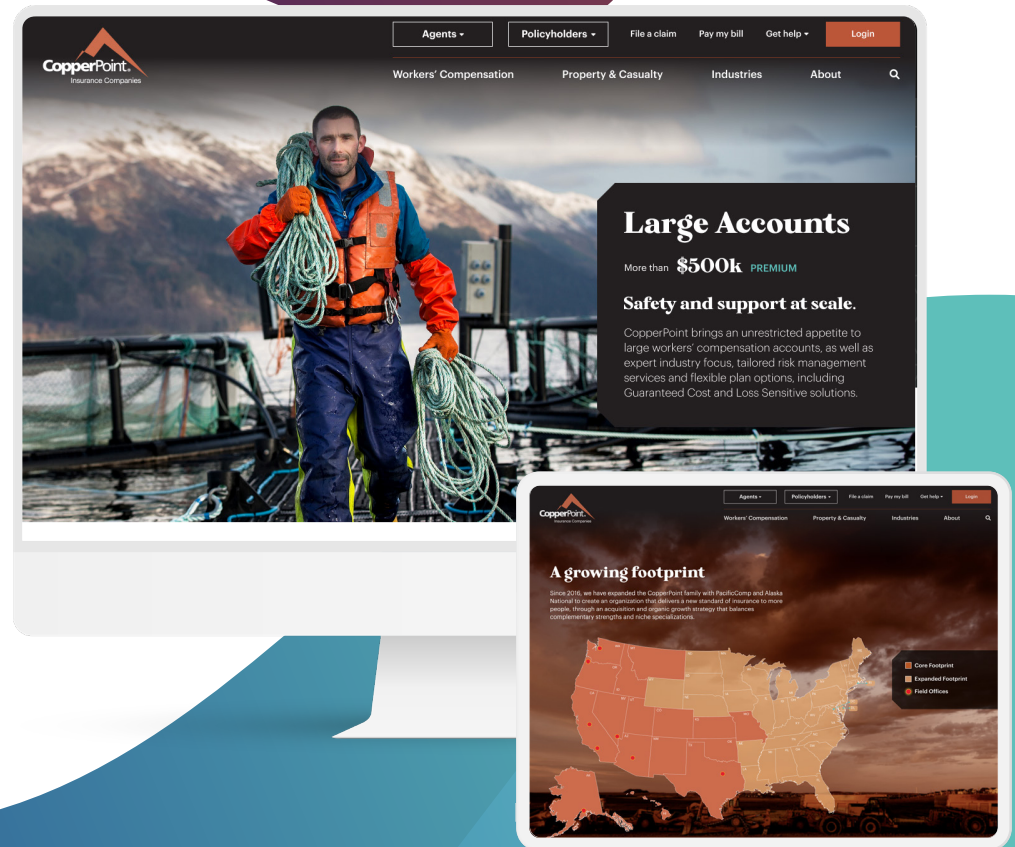
A professionally-designed, custom HubSpot theme that empowers the brand, the team, and the users it serves.



THE/RESULTS

Post-launch, CopperPoint's teams have full control—adjusting logic, updating documents, and launching new content without waiting on a developer.

Most importantly, the site was designed to grow. It doesn't rely on hard-coded templates or locked-down modules. It's not fragile, inflexible, or dependent on a developer to evolve. The new site is a strategic asset—engineered to support the next wave of growth, however that unfolds.



CopperPoint now has a website that **looks the part, functions the part, and evolves with the business behind it.**

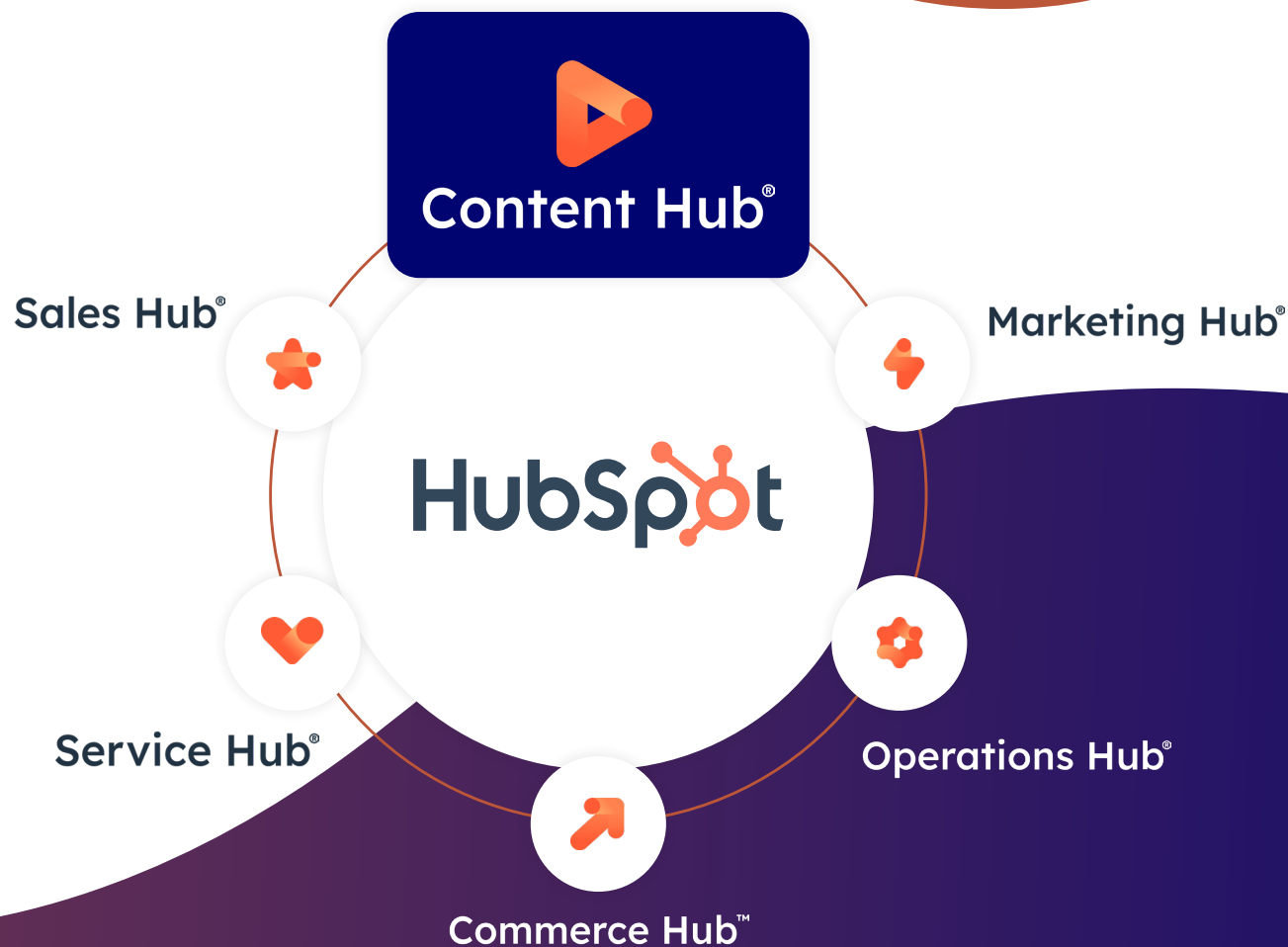
WHAT'S NEXT

With the new site launched on schedule and live across CopperPoint's full brand ecosystem, the focus now turns to performance:

- **HOW USERS ENGAGE**
- **HOW TEAMS OPTIMIZE**
- **HOW THE PLATFORM SUPPORTS ONGOING BUSINESS GROWTH**

The site hit every milestone on the timeline, even as new modules, logic, and layout refinements were introduced throughout the build. That momentum is already paying dividends, with a system that's flexible, future-ready, and fully in the hands of the CopperPoint team.

Custom HubSpot themes enable scalable growth with seamless integration.



THE / FUTURE

Vonazon has continued to provide strategic direction beyond the build, offering support for search engine optimization and ongoing maintenance to keep the system fast, visible, and aligned with CopperPoint's evolving goals.

As site data begins to surface and internal teams take full ownership of content and modules, future phases will focus on optimization and scale.

With the foundation in place, CopperPoint's next chapter is focused on optimization, scale, and system-driven growth. As with all Vonazon web projects, launch isn't the end point—it's the start of a longer-term strategy.



Our process is built to evolve, support optimization, and keep pace with our clients' growth.



LOOKING TO **MODERNIZE**
YOUR WEBSITE INSIDE
HUBSPOT WITHOUT LOSING
CONTROL OF SCALE,
STRUCTURE, OR SPEED?



Let's talk about what a smarter
system could look like for your brand.

CONTACT VONAZON



LET'S WORK TOGETHER

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