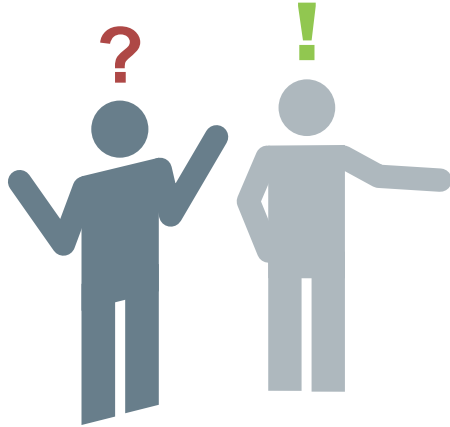


Insurance Company Attains 15% Increase in Response

CASE STUDY



Business Need Overview

A national insurance company that sells senior life insurance, disability insurance, Medicare supplement insurance, critical illness insurance, and long term care insurance as well as a host of annuities and investment options was looking for fresh direct mail leads for their yearly campaigns for a variety of insurance offers.



Solution

Infogroup Targeting Solutions (ITS) advised the company to utilize Marketing Genetics verified data to uncover high quality leads and target prospects with similar interests and buying patterns to their current best customers.

RESULTS:

The insurance company saw a 15% lift in responsiveness over the average prospecting appeal. Currently, the insurance company targets millions of customers, age 45+, using a variety of segments from the Marketing Genetics database.

About

Marketing Genetics

Marketing Genetics is a unique, powerful database of consumer transactional data. Sourced from more than 1000 catalog merchandise mailers, Marketing Genetics collectively pools shopping cart purchase details from the past two years. The Marketing Genetics advantage allows you to gain deep insight into consumer purchase behavior using robust, accurate and recent transactional data, recognize more opportunities to up-sell, cross-sell, reactivate dormant accounts and target prospects with interests and buying patterns similar to your best customers'.

Infogroup Targeting Solutions

Infogroup Targeting Solutions helps companies increase sales and customer loyalty through analytically driven consumer and business data and database marketing solutions. With exclusive access to the Data Axle™, we build multichannel solutions using contextually relevant information on individuals and businesses.