

# CASE STUDY

DataLab boosts mail program from 100K to 8.6MM while improving cost per sale.



Regional  
Insurance  
Company

69%  
Higher Response  
Rate

48%  
Higher  
Conversion Rate

In 3 Years  
Grew from 100k mail  
pieces to 8.6mm

## Objective:

A major regional P&C company wanted to augment their existing marketing efforts with a targeted direct mail program. Having invested heavily in bilingual call centers and claims adjusters, they were also looking to actively identify and attract new Hispanic customers.

## DataLab's Approach:

With prospects sourced from a major credit bureau, DataLab built predictive models to rank order the most responsive and profitable prospects for each mailing through our award winning "expert of experts" modeling approach. Key demographic attributes enhanced the segmentation of the mail universe for English and Spanish creatives. Continuous refinement of the model resulted in a successful marketing program.

## The Results:

Cost per sale was dramatically lower than other marketing channels and an increase in program size followed quickly. The direct mail channel grew from 100K pieces to 3.1MM and 8.6MM in 3 years.



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**DATA LAB USA**

TARGETING BETTER RESULTS