

CASE STUDY

DataLab USA 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.

Our Approach:

With prospects sourced from a major credit bureau, DataLab USA 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.

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