SIGMA
Marketing Insights

Do More With Your Data.

SIGMA Case Study:
Affinity Marketing — Financial

Objective:

Bring analytical strategy and marketing technology best practices to a client's Affinity Marketing Program.

Outcome:

Through the use of selective targeting and mail optimization, conversion rates improved.

The cost per acquired policy dropped by at least 50%!

Objective:

A major player in the property and casualty insurance industry partnered with SIGMA to bring analytical strategy and marketing technology best practices to their Affinity Marketing Program. They had 350 affinity relationships and mailed over 16MM pieces of acquisition-based mail each year.

Approach:

- Analyze past performance to provide insight as to which affinities have been providing the greatest conversion.
- Create a project management roadmap for the future.
- Apply predictive analytics to identify which affinities and which members were most likely to buy.
- Optimize print and production processes by establishing formats with the highest conversion — which can be produced for a low fixed price per piece — regardless of the quantity printed.

Insights:

SIGMA has tracked prospect behavior over time and has produced models which can better predict which prospects are MOST likely to become auto insurance customers.

Through a variety of modeling techniques, we can create prospect segments and then choose how deep we mail into an affinity group. The best groups can also be mailed more often.

SIGMA
Marketing Insights
sigmamarketing.com
blog.sigmamarketing.com
@SIGMA_Insights
888.277.9837

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