



B2C Cross-Sell

Fortune 500 Insurance Company

BACKGROUND

One of the world's largest insurance companies was looking to improve their cross-selling of home insurance to their auto insurance customers. They were mailing and emailing each month and thought that a creative refresh could boost response rates.

SOLUTION

GRI's creative team provided several new concepts that highlighted the benefits of bundling your auto with homeowners. One of the key elements was an insert showing a savings chart.

RESULTS

After mailing GRI's package for a year, the client reported a 42% increase in response rates!

ABOUT GRI

GRI is a growth agency that helps organizations improve their return on investment in acquiring, retaining, and cross-selling customers. Visit us online or call **203.261.3337 x 111**

1 Enterprise Drive
Suite 415

Shelton, CT 06484

Tel: 203.261.3337

Fax: 203.261.1113

www.gridirect.com

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