

Insurance Customer Acquisition (GAL & DD&D)

A Fortune 500 client hired GRI to increase their direct mail response rates and digital conversions.

GOAL

Increase direct mail response rates and digital conversions.

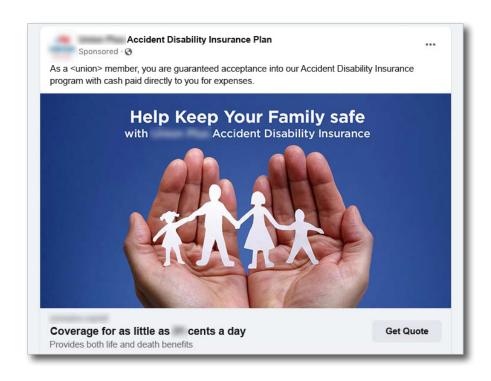
BACKGROUND & CAMPAIGN

A Fortune 500 client was using a much larger agency for their Guaranteed Life Insurance (GAL) and Disability, Dismemberment and Death Insurance (DD&D) products. They were not happy with the level of service they were getting, and the end results were declining. We were already working with another customer acquisition group in that company and were referred to them.

Our approach was to revamp new creatives across offline and digital media – specifically direct mail, email and social media.

RESULTS

Over the past 3 years, GRI has consistently either met or exceeded response and conversion goals compared to their previous agency... at a reduced cost.



ABOUT GRI

GRI is a growth agency that helps organizations improve their return on investment in acquiring, retaining, and cross-selling customers.

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