

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.

Accident Disability Insurance Plan
Sponsored

As a <union> member, you are guaranteed acceptance into our Accident Disability Insurance program with cash paid directly to you for expenses.

Help Keep Your Family safe
with Accident Disability Insurance

Coverage for as little as cents a day
Provides both life and death benefits

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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

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