

Home Insurance Company Case History

A home insurance company markets its products in a limited area of the country. The company's direct mail program was produced conventionally with preprinted shells and limited personalization in black laser only.

J&Q's creative team designed a new package with letters that included affixed or integrated personalized "Savings" cards that promoted a FREE quote via phone or online. A second window on the outer envelope allowed the personalized card to show through. The new program was produced on high-speed color inkjet presses. This eliminated the preprinted shells, allowed personalization in color and shortened production schedules. The program also moved from monthly to weekly drops, which improved call center efficiencies. To seek further savings and increase response for segments of the database that generated a lower response, a snap pack format was designed and tested.

The Challenge

- Increase response and profitability of the program
- Decrease the time to reach customers and prospects with time sensitive products



The Solution

- A highly personalized full color letter with a personalized "Savings" card and testimonials were used
- J&Q's creative, production and postal optimization teams presented a plan to save money on manufacturing and postage while improving speed to market
- The packages were completely redesigned and switched to high-speed color inkjet production to eliminate preprinted forms
- Ongoing testing of the savings card, letter and other formats including a snap pack were conducted to continue to refine the program and increase response
- Time to market was reduced by mailing weekly and eliminating the preprinted letter form
- Moving from monthly to weekly mail drops was implemented to improve call center efficiencies



The Results

Time from data receipt to in-home delivery was dramatically reduced with weekly drops. Faster in-home delivery along with the new creative package dramatically improved results.

- **Increased response by 35%**
- **Increased leads by 60%**
- **Improved conversion by 111%**
- **Lower production and postage costs lowered the cost per lead by 41% and the cost per sale by 72%**
- **Total Production Savings - \$72,000**
- **Total Postage Savings - \$48,000**

Want more information on J&Q or help putting together a successful direct marketing campaign? Visit www.j-quin.com, contact your sales representative or Andrew Henkel, Vice President & Principal at ahenkel@j-quin.com, or call 847.588.4660.