



REACH ANALYTICS



INSURANCE CASE STUDY

Reach Analytics Increases Agent Sales by 450% for Major Insurance Company

A Fortune 100 insurance company uses Reach Analytics for increasing agent sales. **Net result: An increase in sales of 450% over random mailing.**

Reach's modeling and targeting solution succeeded at producing the company's desired return on investment (ROI) and the program was rolled out.

Client Challenges

A strategic decision was made by the management of a major insurance company to promote prospect sales to local sales agents rather than driving them to call the company's inbound call centers directly. The team acknowledged that a seamless multi-channel strategy was critical but that in-person contacts were more likely to result in sales and worth more to the company over an extended period of time.

Pre-Existing Client Practices

Reach Analytics was asked to help transition the marketing effort with the objective to increase sales to the local sales agents. The company had recently run a direct mail campaign to two million prospects encouraging them to contact the company's call center directly. In addition to generating sales in the call center, a significant number of sales from this campaign were made by sales agents, which helped to form the model for targeting new prospects.

Success

Reach Analytics started by looking at the people who purchased through a local agent after receiving the company's mailing. Reach appended this group with thousands of attributes from four national

Results

- ^ 450% increase in agent sales over random mailing
- ^ 30% of prospects ranked by the new response model

demographic databases. The data helped to complete the profile of a prospect that would indicate an retail-buyer. A response model was built and Reach scored the entire prospect list to determine the prospects most likely to buy from an agent.

The next mailing was targeted and sent to only the top 30% of prospects ranked by the new response model. The mailing generated a whopping 450% increase in agent sales over the random mailing. Reach's modeling and targeting solution succeeded at producing the company's desired return on investment (ROI) and the program was rolled out.

About Reach Analytics

For three decades, Reach Analytics has been providing industry-leading predictive analytics solutions to Fortune 500 clients. Over thousands of projects, our QeSSM predictive engine combined with our deep domain expertise in Insurance, Financial Services, Retail and E-Commerce, Health Care and Services have led to exceptional outcomes for our clients. Our senior team members have held a variety of industry leadership positions in the Direct Marketing Association, among others, and are widely considered to be among the top direct marketing and predictive analytics practitioners in the world. To find out more about how Reach Analytics can assist your organization, please contact us at info@reachanalytics.com.