

# Insurance Case Study #1



## Client Need:

Offer cardholders AD&D insurance coverage utilizing Affinion proprietary marketing practices and predictive modeling scores to target key responders

## Results:



Over the past year we have:

Increased total mail quantity 28%

Increased Gross Annual Premium 39%

Increased Response Rate 15%

*Results have proven there is a strong need to offer insurance products to bank customers:*

1. 2 million active cardholders in this segment
2. 4 mailings per year (with re-mails 30 days after initial mailing)
3. Creative Testing driving best results
  - 50% file penetration
  - +35% lift in premium per piece mailed
4. 75% retention rate in year 1

