

“The results were what we were hoping for. We will definitely use it again.”

General Manager Marketing
An Australian Insurance provider

INDUSTRY:

Insurance

CAMPAIGN PURPOSE:

Sales

MEDIA USED:

Direct Mail (Acquisition Mail)

Background

This case study was developed for an Australian insurance provider. This company has preferred to remain nameless in providing details and results of their campaign.

Objectives

The insurance provider wanted to generate leads to convert into sales.

Strategy

In order to achieve their objective this company encouraged recipients to contact them for a quote. The recipient could then compare this quote to that of their existing car insurance.

A total of 80,000 articles were mailed to residential areas of NSW and Victoria. The insurance provider targeted at CCD level which ensured that smaller groups of households with similar characteristics could be identified and mailed to.

Creative solution

A plain outer envelope with no branding was used for this campaign. There was also no salutation used in the address block, eg. “To the Householder”, instead they chose to simply print the address.

Inside the envelope was a letter encouraging the recipient to get a quote by either phoning a 1800 number or registering online.

Results

The mail campaign achieved a 15% increase on the insurance provider’s required response rate. Due to the success they have since gone on to lodge over 10 Acquisition Mail campaigns.

This campaign was delivered using Australia Post’s Acquisition Mail service. For information on Acquisition Mail please visit www.auspost.com.au/acquisitionmail
This customer story is based on information provided by an Australian insurance provider and illustrates how one organisation has used Australia Post’s Acquisition Mail service. Many factors have contributed to the results and benefits described. Australia Post does not guarantee comparable results elsewhere.