



CASE STUDY

Key to national auto insurer's continued success: a superior address list for prospect mailings

About Company

- Top 5 National Automotive Insurance

Company

- Over 8 million auto insurance policy holders and growing

Objective

- Identify new prospects to support new customer acquisition marketing

Solution

- Used Valassis National Enhanced File, suppressed current policy holders, and personalized advertising with names and addresses for prospects in client's retail trade areas
- Valassis mailed client supplied inserts

Results

- Increased response rates
- Optimized postage costs
- Grew customer base
- Lifted client's brand image

Accurately identifying prospects is step one in a customer acquisition campaign. For a leading auto insurance company, getting the best database of names and addresses was crucial to achieving their goal of reaching and converting as many prospects as possible.

Comprehensive coverage and quality data

They found the Valassis National Enhanced File (VNEF) to be a superior source, providing virtually 100% coverage of all U.S. residential addresses. From there, they identified all the household addresses within their retail trade areas. Valassis removed any current policyholders from the list. Then cut out additional waste by optimizing the list for postal savings. To improve response rates, mail was personalized with resident names. Since VNEF is updated and cleansed frequently, the client had virtually no problems with undeliverable or inaccurate addresses.

To help the auto insurance company maximize postage discounts, their printed materials were addressed and mailed by Valassis from our facilities.

15-year partnership produces historic results

This level of partnership and attention to detail has generated exceptional reach: to over 185 million prospects annually. It has resulted in increased response rates, cost savings, and even a boost in brand image. The client has seen an additional growth in ROI based on the inclusion of personalized names to this program.

Such prospect mailings have become the hallmark of this auto insurer's advertising program. It's been one of the longest running, most successful new customer acquisition efforts in the client's history. And they credit Valassis as the chief source of their lucrative prospect pool.

