CASE STUDY

Sagacity
Part of **Accenture** Song

Transforming Direct Mail Campaigns

Client

Travel Insurance Provider

Direct Mail

Client Situation & Impact

A prominent over 50's travel insurance provider sought to enhance their direct mail marketing campaigns to target prospective customers more effectively. With a commitment to personalised engagement and data-driven strategies, they partnered with us to revolutionise their approach.

The challenge was twofold: to refine the targeting of their direct mail campaigns and to elevate their response rates. The client recognised the potential of tapping into prospect data and harnessing data analytics to optimise their outreach.



Propensity Model



Targeting



Messaging

How Did Sagacity Help?

Leveraging their existing customer data, our team of experts crafted a sophisticated propensity model to identify prospects who were most likely to respond positively and convert into customers. The model considered various factors such as age, travel preferences, and past engagement with similar offerings.

Using the propensity model, we meticulously refined the client's prospect data to create a highly targeted mailing list. By focusing on individuals with a higher likelihood of conversion, the campaign's foundation was strengthened. The team then crafted personalised messages tailored to the unique preferences and needs of the prospective audience.

Outcome & Business Benefits

>0.80% response rate

With a response rate of over 0.80%, the campaign outperformed the client's estimated response rates demonstrating our data-backed strategy's potency and ability to deliver tangible results.

The success exceeded response rate expectations and translated into a notable boost in new customer acquisition. Our collaboration not only enhanced their marketing efforts but also paved the way for more targeted and efficient campaigns in the future.

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