

Affinity Marketing

SIGMA partnered with a major insurance agency and worked closely with their Affinity Marketing Program to give insight and provide analytical support in all their numerous efforts.

Objective:

A major player in the property and casualty insurance industry partnered with SIGMA to bring analytical strategy and marketing technology best practices to their Affinity Marketing Program.

They had 350 affinity relationships and mailed over 19MM pieces of acquisition-based mail each year.

Approach:

With millions of mail pieces, SIGMA undertook the following efforts to maximize our clients' analytical strategy:

- Analyze past performance to provide insight as to which affinities have been providing the greatest conversion.
- Create a project management roadmap for the future.
- Apply predictive analytics to identify which affinities and which members were most likely to buy.
- Optimize print and production processes by establishing formats with the highest conversion — which can be produced for a low fixed price per piece — regardless of the quantity printed.

Outcome:

Through the use of selective targeting and mail optimization, conversion rates improved. The cost per acquired policy dropped by more than 60%.

Insights:

SIGMA has tracked prospect behavior over time and has produced models that can better predict which prospects are MOST likely to become auto insurance customers. Through a variety of modeling techniques, we can create prospect segments and then choose how deep we mail into an affinity group. We know that the best groups can also be mailed more often.



585.473.7300

info@SigmaMarketing.com

www.SigmaMarketing.com

Rochester

42 S Washington St
Rochester, NY 14608

Boston

745 Atlantic Avenue, 8th Floor
Boston, MA 02111