

CASE STUDY #1

National Insurance Company partnered with Money Mailer to boost new policy sales.



Background

A 6-month pilot, targeting 1mm households, was developed to amplify the company's policy acquisition activity.



Analysis

Lift analysis examined changes in acquisition rates in the mailed versus non-mailed zones. (Summary on next slide)

Results

16%

lift in new policies within mailed zones

13.7%

lower targeted acquisition cost

99%

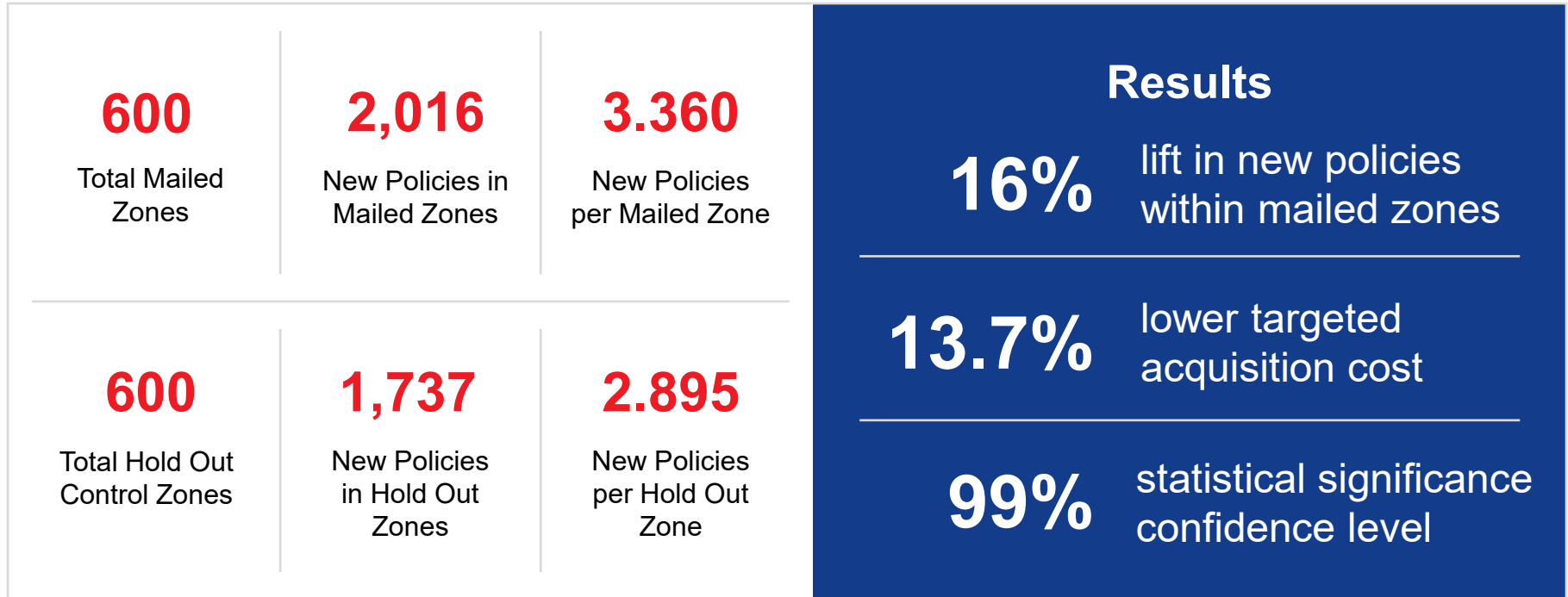
statistical significance confidence level

Brand Follow-on Activity

National coverage expanded by 4x in 2019.

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Attribution

Lift analysis precisely measures the new policies in test versus control zones.

Incremental new policies can only be attributed to the Money Mailer promotion.

Statistical significance of 99% implies the difference in conversion rates is much more than chance.

It can be concluded with 99% statistical confidence that the promotion is responsible for the incremental response.