

# Insurance Program and Marketing

## National Retailer Case Study



### The Challenge

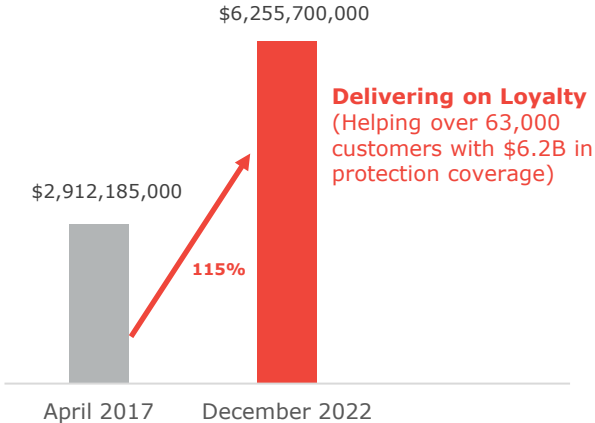
National Retailer looking for **income outside of member fees or goods at no incremental cost to their business**, as well as buyer retention through a loyalty offer. Program evaluation showed that with ongoing competition in the market, they needed partner offers relevant to their consumers' needs, outside of their current product offers that would drive loyalty and income.

### The Strategy

- Create data models to determine customer propensity/need
- Deliver content based on 50+ years of insurance marketing experience
- Feature the Retailer's brand to build loyalty and engagement
- Deploy marketing journeys that stay top-of-mind without overwhelming consumers
- Create a reoccurring billing that would retain customers and drive further product purchases

### Franklin Madison Results

#### Insurance Total Coverage In Force Increased 115%



#### Insurance Billable Annual Premium Increased 115%

