

Comprehensive Analysis of Takeover Success



The Challenge

The 21 credit unions included in this case study were all working with a competitor before switching to Franklin Madison for their direct marketing needs. These institutions faced the common challenge of wanting to increase revenue from their insurance programs and serve more members in the process.

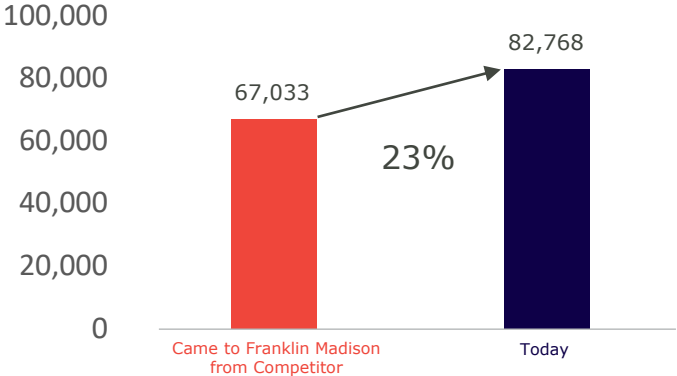


How We Helped

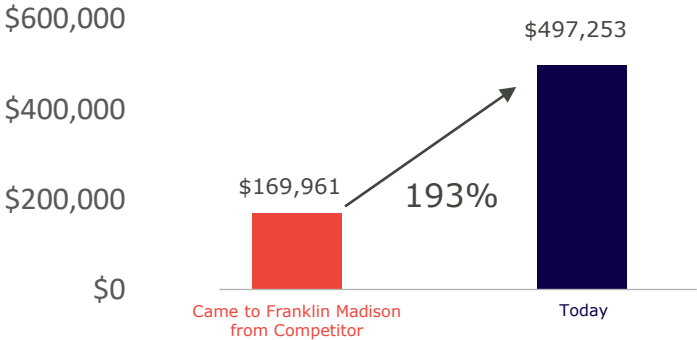
Our expert data scientists created models to maximize campaign ROI by determining which members would be most likely to buy. Proven creative design and optimized delivery led to an increase in insured members, premium, and credit union revenue. The results show that for all 21 credit unions in the case study, Franklin Madison's direct marketing improved results across the board.

The Results

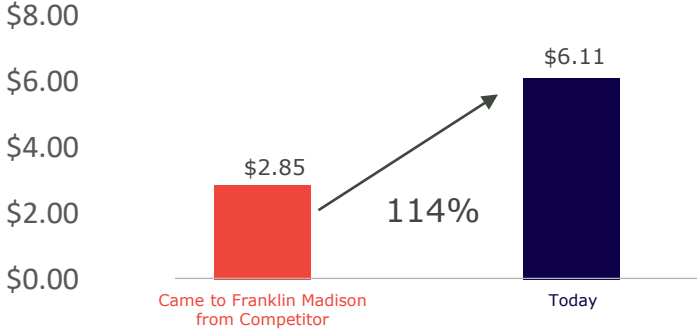
Enrolled Member Growth



Average Billable Annual Premium



Average Premium Per Total Membership



Average Change in Billable Annual Premium

193%

Study of 21 Credit Unions offering AD&D in various years from 1995 – 2024.