

High Performance Marketing

The Challenge



A Regional Credit Union came to Franklin Madison seeking to improve performance on their insurance products. They wanted to increase their non-interest income. They also wanted to increase the number of consumers enrolled in products with their brand to improve consumer loyalty.

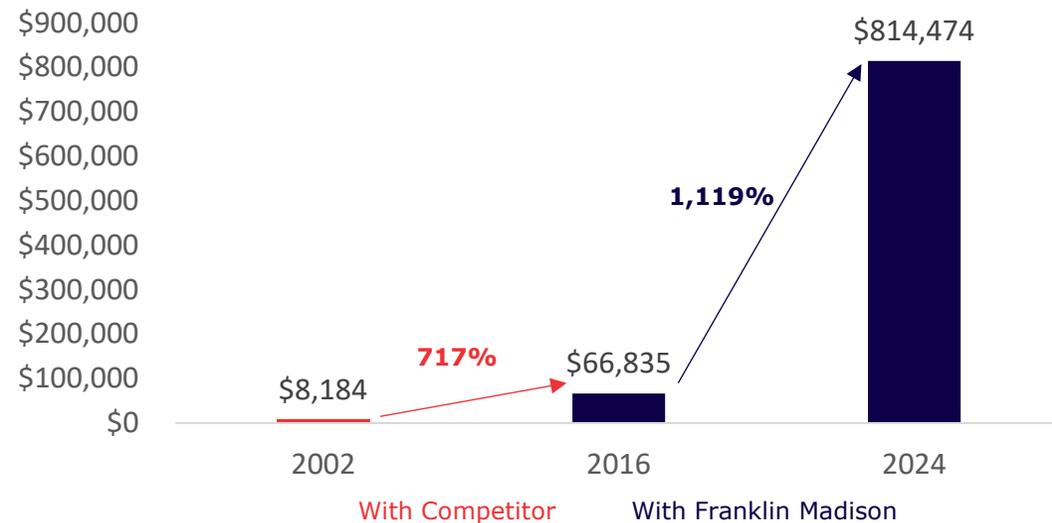
How We Helped



Utilizing proprietary data, our expert data scientists created models to maximize campaign ROI by determining which consumers would be most likely to buy. In seven years of marketing with Franklin Madison, ABC Financial Institution's premium collected **increased 1,119%**.

The Results

Premium Growth



Premium Per Total Member

