

EIA CASE STUDY



EIA experienced an 81.8% conversion rate from this integrated campaign and doubled response rates from their previous campaign.

CLIENT: Educators Insurance Agency (EIA)

INDUSTRY: Insurance

PROJECT: Multi-Wave Integrated Campaign

SG SERVICES: Creative, Digital Services, Personalized Landing Page and Data Analytics

BACKGROUND

EIA is focused on the insurance needs of Massachusetts educators. For more than 16 years, EIA has been the preferred insurance agent of the Mass. Teachers Association. EIA is a member of The Hanover Insurance Group.

PROJECT GOALS

EIA was looking to gain a better understanding of their audience and reach out to them in a unique and engaging way. The goal was to pique the interest of their prospects enough for them to enter a sweepstakes and subscribe to EIA's newsletter.

CHALLENGES

EIA knew they had to maximize their marketing approach to engage and entice this hard-to-reach audience and differentiate themselves from the competition. But first, they had to gain a better understanding of this audience.

OUR APPROACH

We introduced profiling tools to EIA to help them gain a better understanding of the audience's needs. Our insights helped them look differently at their targets and communicate with them in a relevant way. The campaign we developed was highly targeted based on insights we provided and it included a mailer with a QR Code and a PURL that drove them to personalized landing page to enter the sweepstakes.

SUCCESS

EIA experienced an 81.8% conversion rate from this campaign and 169 new subscribers to their newsletter. This was our 3rd campaign for this group based on the success of past campaigns.