

Providing effective solutions to your consumer data problems

Policy Expert are a home insurance company launched in the UK just a few years ago. In an increasingly crowded sector they provide very competitive premiums and high quality customer care.

The Challenge

- Policy Expert needed to rapidly grow its customer base via a marketing strategy that would have postal DM as its core.
- With no data to help identify prospective customers, it meant sourcing, modeling and then targeting the best cold prospect data available.
- The solution had to quickly achieve cost of acquisition targets for the marketing strategy to be continued.

Our Solution

- A comprehensive search of cold data deemed most suitable for the campaigns and a series of tests to assess suitability and ROI.
- Building a prospect pool database that consolidated all data sources then made available for subsequent analysis.
- Modeled data used on test campaigns, with results fed back to help refine selections for acquisition mailings.
- As enquirer and customer data was generated this was also fed into the prospect pool to help improve the analytical models.

The Result

- Targets for cost of customer acquisition consistently achieved YonY.
- Number of overall customers acquired in excess of forecast target, currently 500,000+.
- Prospect Pool now being used to drive enquirer conversion and customer retention.