

Insurance Brand Discovers New Universe

Path2Response leverages its insurance industry success and unique dataset to create custom-built prospect audiences for client. Client enjoys exceptional, sustained growth in new insurance policy customers.

Challenge

For generations, this leading insurance brand has provided peace of mind for individuals and families. Within a fiercely competitive market subject to high levels of customer churn, they fight to acquire and retain every policy holder.

This client approached Path2Response seeking a proven, scalable source for prospecting audiences that could help them migrate away from stale lists which were steadily declining in performance.

With a foundation of prior insurance industry successes, our team got to work building recommendations to help the client inject new life into their growth strategies.



“The founders of Path2Response have revolutionized customer acquisition and they are changing the direct marketing industry.”

- VP Client Services, Data
Insights Provider



Solution

Our team consulted with the client to understand their goals and learn more about the factors behind the declining performance of their existing customer acquisition sources.

In order to identify truly fresh and response-ready prospects, we recommended our Path2Acquisition solution. It leverages the full scope of our unique dataset, including billions of individual-level spending records, to deliver brand-specific customized audiences. Our other insurance industry clients have enjoyed standout results with this approach.

We created the client's own, one-of-a-kind audience, tailored to their ideal customer profile, and built to maximize response as well as scale.

Results



+300k

Names per
Month



111

Response Rate
Index

Success! The client got substantial response rate improvement from their custom-built Path2Acquisition audience.

This has proven to be a game changer for the client's growth marketing mix. They've been able to replace stale, underperforming lists with hundreds of thousands of unique prospects from our tailored audience universe.

The client is now working with our team as part of their ongoing, monthly acquisition campaigns to gain even more new customers.

