



Insurance Industry Case Study

Insurance Company Expanded Client Base through Direct Mail

Introduction

Pinnacle Insurance Group is an insurance company that has been in business since 1942. Pinnacle was looking to expand their client base, so used direct mail to engage new customers. Through the direct marketing campaign, Pinnacle was able to convert new customers monthly.

The Challenge

Pinnacle wanted to expand their client base, so reached out to a mail service provider to assist in developing and mailing postcards. They also wanted to tell prospective customers about the types of services they offer, including insurance for luxury items.

The Strategy

Pinnacle consulted with a mail service provider, which recommended a cost-effective and results-based postcard campaign. The mailing consultants also recommended Pinnacle mail the postcards via Every Door Direct Mail (EDDM) which means their card went to every mailbox on a chosen postal route. Because the Postal Service has less sorting to do with EDDM, they offer discounted postage to the sender.

Pinnacle sent about 1,000 postcards to targeted customers each month for several months. This postcard worked well because:

- The headline not only announced what they offer, but also provided concrete, reliable prices and credibility.
- The sophisticated design, photos and color scheme immediately told the recipient that they offer insurance for luxury items.
- The back of the postcard was simple and not too crowded.
- The postcard included Pinnacle's contact information in bold type, making it easy for potential clients to reach them.

The Results

Pinnacle estimated that the postcard generated approximately \$6,000 in premiums from each mailing of 1,000 postcards. Pinnacle received between 15 and 20 calls as a result of each mailing, and was able to convert or renew between 4 and 5 customers every month.



Case Study Provided by [Direct Mail Marketing](#) Company:



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