

# Direct Mail Channel Launch Brings Significant Growth for Auto Insurance Brand



**10K**  
demos/month



**20x**  
audience  
growth



**<\$500**  
CPA achieved

## CHALLENGE

A budding auto insurance provider had yet to utilize one of the industry's strongest acquisition tools: direct mail.

## SOLUTION

We launched the insurer into the direct mail channel by testing three models and one creative. During the first campaign, over a thousand prospects responded to the demo offer, resulting in profitable conversions for the insurer and validating direct mail as a viable growth channel. Since the initial mailing and within the first year of the program, the client has expanded its audience list by 20x and is experiencing close to a 2% response rate on the demo offer, with 20% policy acceptance following the demo.

"This program proved that even if your digital program is performing, direct mail is a powerful and sustainable acquisition channel for a growing brand. Clients are able to balance online efforts with the advancing targeting capabilities of direct mail to create an additional robust revenue channel."

**Erin Allen, VP Market Strategy**  
FM Engage

