

National Bank Insurance

The Acquisition Admail™ service from Canada Post gains market share in direct insurance



This promotional item was created and printed by National Bank Insurance and is available only in French.

“This joint campaign with Canada Post was an excellent way to reach a specific clientele by way of a new and very effective marketing tool.”

Chantal Roussin
Marketing Director
National Bank Insurance



OBJECTIVE: Acquire new home and automobile insurance customers by targeting the renters' insurance market

PRODUCT: The Acquisition Admail™ service from Canada Post

RESULTS: Test campaign results proved that this is an affordable and effective marketing channel for gaining new business



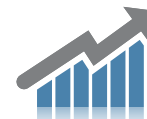
Challenge

Like many of the major players in the general insurance industry, National Bank Insurance continuously enhances its marketing tools. To grow its customer base, National Bank Insurance has been using a variety of marketing media such as television, radio, the Internet, Yellow Pages® and direct-marketing campaigns. When the company decided to target the renters' insurance market, it realized that identifying potential customers in this specific market would be the key to its marketing campaign's success.



Solution

National Bank Insurance partnered with Canada Post to identify prospects. The company analyzed data from the geographical locations where some of its current customers, who are renters, live. Based on the results of this analysis, Canada Post provided addresses of renters who live in the same geographical locations as some of the company's current customers. A colourful self-mailer was sent to prospects using the Acquisition Admail service. The personalized greeting, "A special offer just for you!" replaced the person's name in the item's address bloc. The campaign's goal was to inform renters of the importance of being adequately protected with home insurance while offering a promotional discount to those who combined both automobile and home insurance.



Benefits

Although the self-mailers were mailed to people who were not National Bank Insurance customers and did not include an addressee name, the campaign's response rate was similar to previous personalized marketing strategies that targeted customers who had already requested automobile insurance from the company. This campaign not only secured new home insurance customers, but more than 40 per cent of respondents also switched their automobile insurance to National Bank Insurance.

"This was an excellent way for us to gain new customers who had no previous relationship with us," says Chantal Roussin, the marketing director at National Bank Insurance. Not only was the campaign successful, but also the cost per sale was lower than many other marketing strategies previously used by the company.

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