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8% Response Breakthrough for Major Insurance Provider Credited to New ON-CARD Direct Mail Solution

DELRAY BEACH, Florida--Aug. 24, 2004--In a market where 0.3% response is common and 1% response is a reason to celebrate, a Fortune 10 insurance provider has achieved an 8% response in its test of a new direct mail solution, ON-CARD. The insurance company, who has declined to be named due to confidentiality issues, had been doing traditional direct mail tests for years, getting around 0.3% response.

Their 30,000-piece trial run of ON-CARD has changed their whole mailing strategy. They've discovered that they can mail less, and get between 7-8% response—a staggering 23 times their old rate. Their sales force is ecstatic: not only are they getting many more leads than they were with traditional mailings, they now receive those leads live, as prospects respond. The insurance provider currently sends about 80,000 to 120,000 ON-CARDS each month.

Los Gatos-based direct marketing consultant and research analyst Brad Peppard is not surprised. “This amazing solution is clearly a powerful tool for lifting response and for driving customers online or into a call center. ON-CARD has the power of a dimensional mailing for a fraction of the cost,” concludes Peppard. He refers to ON-CARD’s unusual and proprietary format: a thick, laminated card-within-a-card that delivers either a sales or lead-generation message and a gift offer that’s ready to use the moment a prospect goes online or calls to respond.

Respected Creative Director Carol Worthington-Levy, of San Rafael-based catalog and marketing agency, Lenser, believes ease of production and speed are among the strongest aspects of ON-CARD. “This is truly a turnkey format, one that’s extremely fast turnaround,” she comments.