Case Study
Secondary Insurance Provider

OBJECTIVE: A secondary insurance provider wanted help finding a better way to group & market prospects for their peak annual enrollment period

FINDINGS: After conducting a demographic analysis of historical responders we identified 3 distinct markets within their service footprint:

- **South Eastern Region** – Insurers on average were less educated seniors with lower income
- **North Eastern Region** – Well educated seniors with good income
- **Midwestern Region** – Seniors with moderate incomes & education

- Built a response & conversion model within each region to better identify these inherent differences between prospects

RECOMMENDATION: Before implementation we performed additional verification of the model through back testing against historic campaigns

- Strong results in both validation & back testing provided confidence needed to meet their challenging peak period