

# 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

### Marketing Regions Identified



South Eastern



North Eastern



Midwestern

### Midwestern Model Details

Midwest Response Model Variables	Effect	Relative Variable Contribution
% Consumers Current on their Credit	-	65%
Interest in Religious Activities	+	15%
Modeled Household Income	-	6%
Estimated Current Home Value	-	4%
Own a Foreign Vehicle	-	3%
In Areas with Less Bankruptcy	+	3%
Mosaic Type: Soulful Spenders	+	1%
Census Factor - Affluence (High vs Low)	-	1%
Interest in Sweepstakes & Gambling	+	1%
Credit Card Balances Last 6mths	-	1%

### Average Funded Loan

