



# How Speedeon Helped an Insurtech Disruptor Slash their CPA by over \$65

Implementing a knockout combination of postage efficiencies + scalable models was key to success

## GOAL

A disruptor in the insurtech space was looking to reach new policy holders but struggled to achieve the desired growth targets based on their limited geographic footprint. Due to state level regulation for the insurance industry, the company couldn't immediately expand their territory, so maximizing effectiveness and market penetration was key.

Their direct mail campaigns had been successful with Speedeon in the past, and they understood there was more potential, but a mailing to lower deciles might not deliver the results they needed.



**50%** drop in postage costs per piece



**\$29.38** lower cost per quote



**\$64.88** lower cost per acquisition

## SOLUTION

Speedeon had already created a high performing predictive model that was delivering results by targeting the top deciles. Instead of merely expanding mailings to lower deciles, Speedeon recommended a different approach to scaling direct mail, while maintaining efficiency.

With this new goal in mind, as well as legacy campaign performance data, Speedeon created a new model focused on greater postal efficiencies. By optimizing postage per piece, the provider was able to efficiently engage prospects they were not previously reaching.

## IMPACT

The insurance provider was able to significantly reduce their cost per acquisition within the very first campaign. The response rate was lower, which was expected, but the lower costs per piece made up the difference in performance and allowed them to achieve the greater scale they required.

As a result, they met their growth objectives and maintained their target run rate, without increasing their footprint. Building upon the success of previous Speedeon executions resulted in a win for this performance focused team.

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