

## AUTOMOTIVE INSURANCE CASE STUDY

### CHALLENGE

A nationally recognized automotive insurance provider was looking to increase their long-term subscriber base. While the company achieved great success in terms of acquisition and branding through national television ads and corporate event sponsorships, their overall customer turnover rate was on the rise.

### SOLUTION

The insurance company chose V12 Data to implement customer acquisition and retention solutions.

V12 Data used a clones application to analyze existing customers that have been with the insurance company seven or more years. The application examined characteristics such as demographics, lifestyle, interests, and purchase patterns. Within minutes, the Clones application identified look-a-like prospects that could be marketed to via email, display, and direct mail.

### RESULT

- The retention rate of customers acquired through the Clones application was 27% higher than customers acquired through traditional means
- The insurance company continues to use the marketing platform for acquisition efforts targeting look-a-likes of their most valuable and loyal customers.