



REWARD POINTS ATTRACT NEW CUSTOMERS & BOOST SALES

A CASE STUDY POWERED BY RMG Loyalty

THE CLIENT

Personal Services - Insurance Industry

Our client is a leading insurance provider in Canada, offering a wide range of insurance products to individuals, families, and businesses. With a strong focus on customer service and innovation, our client is dedicated to providing reliable protection and peace of mind to its policyholders.

THE OBJECTIVE

Increase number of monthly quotes

THE APPROACH

RMG Loyalty partnered with this client to devise a strategy that generated consumer interest and led to an increase in monthly quotes and net new policies.

Our client ran a 6 week promotion offer. All home and auto quote requests were entered into a contest for a chance to win 25,000 Reward Points.

Additionally, Reward Point Collectors from the client's acquisition model were selected to receive targeted communication through multiple e-mail campaigns & online ads.

THE RESULTS



50% More Monthly Quotes



69% Increase in Net New Policies



13 Points Above Target Policy Acceptance Rate



Average Premium Was 131% of Plan

THE CONCLUSION

Offering Reward Points generated consumer interest and led to an increase in monthly quotes and net new policies.