

MAILER:

Liberty Mutual

OBJECTIVE:

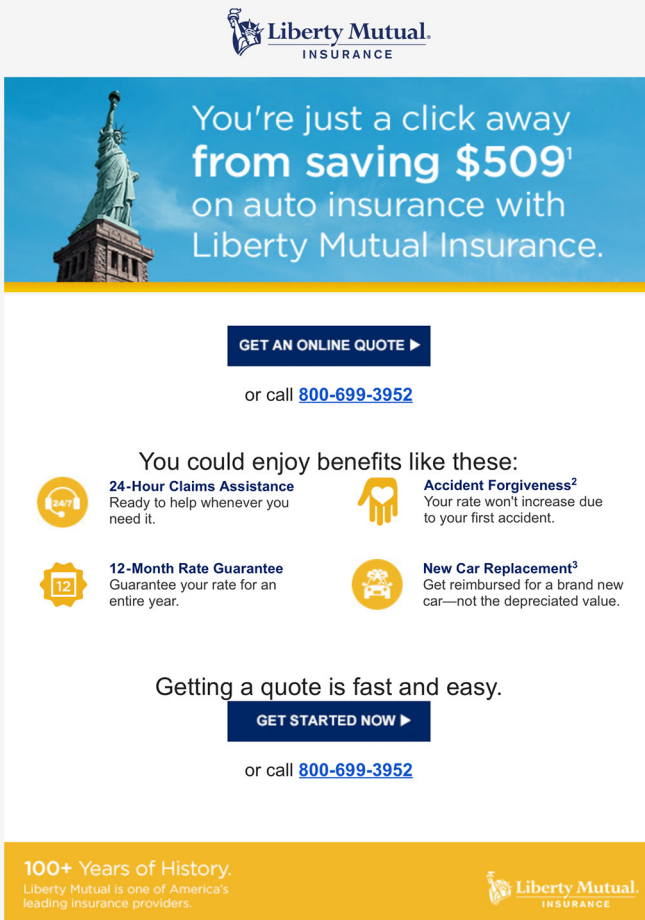
Liberty Mutual faced the challenge of securing new auto insurance customers and increasing traffic and leads on their website.

SOLUTION:

eTargetMedia planned a strategic campaign for Liberty Mutual that targeted auto insurance seekers over the age of 25 years old with an average household income of \$75k+. eTargetMedia selected the Automobile Insurance Seekers file and chose hotline leads of consumers who are currently in the market for a new auto insurance provider and are actively getting quotes on new auto insurance plans. The Automobile Insurance Seekers file includes nationwide, tech savvy consumers who would be interested in getting a fast, easy online quote from the insurance company. The offer was designed to let consumers know that they could save over \$500 on a new auto insurance plan from Liberty Mutual as well as giving consumers the added benefits included with their plans.

OUTCOME:

eTargetMedia's email campaign performed extremely well for Liberty Mutual. The campaign generated a very high open rate and the client stated that website and phone leads increased substantially during the duration of the campaign.







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