

MAILER:

Allianz Global Assistance

OBJECTIVE:

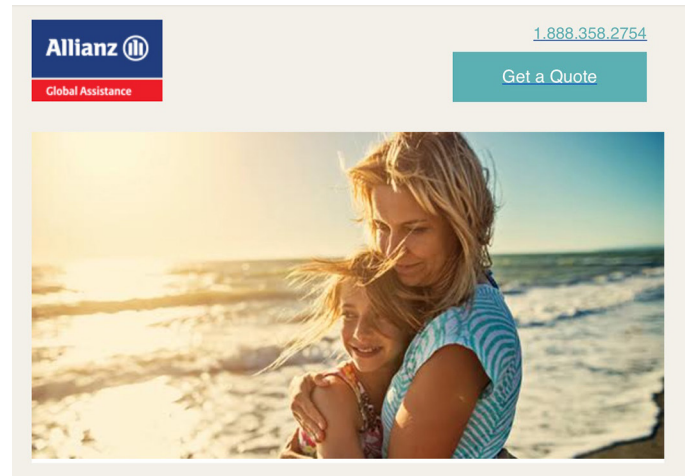
Allianz Global Assistance faced the challenge of increasing sales of their travel insurance plans for domestic and international travel.

SOLUTION:

eTargetMedia planned and executed a multi-channel marketing campaign that targeted avid American Travelers who have traveled internationally or domestically in the past 6 months and have a household income of \$100k+. The campaign included both an email and postal mail strategy that reached frequent travelers in the U.S. who regularly purchase travel-related products including travel insurance, luggage, travel tickets, hotel reservations, flights and more. These savvy travelers know the importance of protecting their travel plans and want to feel secure that they will be reimbursed if unexpected emergencies or illnesses prevent them from traveling. The creative was designed to feature the benefits of purchasing travel insurance from Allianz Global Assistance including trip cancellation and interruption protection, emergency medical protection and their 24-hour emergency hotline.

OUTCOME:

The email marketing campaign was extremely successful in helping Allianz Global Assistance to increase their travel insurance sales. The campaign delivered a very high customer acquisition rate as well as high open and click through rates.



Travel with peace of mind

No one can predict unexpected emergencies when it comes to your travel plans. Fortunately, you can protect yourself and your trip with travel insurance from Allianz Global Assistance. Plus, children 17 years old and under are covered at no additional cost.

Protect your domestic and international travel plans:



Trip Cancellation and Interruption protection can reimburse travel costs if you have to change your travel plans for one of 25+ reasons—like covered illness, injury, traffic accident, jury duty, or even terrorism.



Emergency Medical and Dental protection provides benefits for covered emergency medical costs, especially overseas where most personal health insurance policies can leave you stuck with the bill.

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