



# Case Study

Life insurance provider reduces production costs and time while increasing response with a simple format change.

## Industry

Insurance

## Results

The new format achieved a production savings of 30% while eliminating a week from the production cycle.

With a simple change to their direct mail format, one life insurance provider reduced both their production cost and cycle time while still increasing response rates.

## THE CHALLENGE

Direct mail has a long history of use in the highly personal insurance space. For one life insurance provider, direct mail serves as the backbone of their acquisition strategy, supported by continuous testing to ensure they get the most out of their efforts.

In one such test, the provider, in collaboration with their direct mail partner SG360°, sought to reduce the cost and production time of the control package.

## THE SOLUTION

The control package consisted of a #10 window outer envelope that housed multiple components including a personalized letter, rate chart and application accompanied by a business reply envelope. The application itself featured a 2D bar code the provider would scan upon return for response tracking.

For this test, the focus was on format and the element to be tested was the outer envelope. The question at hand – could the insurance provider achieve the cost and time reductions they were looking for by simply changing the outer envelope from a #10 window to a #10 closed end mailer?

Using a closed end mailer versus a window envelope immediately opened the door to streamlining production, namely the ability to produce the entire package – inclusive of 1:1 personalization with variable imaging on each component – on one web inline press in one pass.

With the data set up to print in postal sequence, the piece was not only printed in one pass but came off the press ready to enter the mail stream.

## THE RESULTS

Achievement of the test's objective was virtually immediate. Changing to a closed end mailer produced on press with the other components not only eliminated one full week of production time but also resulted in a cost savings of 30% for the insurance provider.

What's more, in addition to the time and cost savings achieved, the new format outperformed the initial control in response rates.

**Want to streamline the costs and cycle time of your direct mail campaigns?**  
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