

CASE STUDY

Data Analytics & Digital Testing Yield Increased Renewal Rates

How Assurant’s Data Modeling and Testing Increased Renewal Response by 157% for a Major Retailer



The CHALLENGE

The response rate of a major retailer’s maturing renewal book had plateaued around 2%

Renewal book plateaued around 2%.

Our APPROACH

Data Modeling

To determine what was causing the plateau, Assurant set up data models to collect and evaluate consumer activity including buying behavior, product performance, and demographics.

Flag Higher-Valued Consumers

As the models refreshed, we flagged higher-valued consumers based on certain characteristics and tweaked campaign strategies to optimize offers.

Test Different Solicitation Elements

Concurrently, Assurant designed, built, and executed test elements of each solicitation including price, term offerings, creative and copy, and discounting.

The RESULTS



157% increase renewal response rate over 2 years



2.07% to 5.25% renewal response rate



50% increase in revenue generated per lead