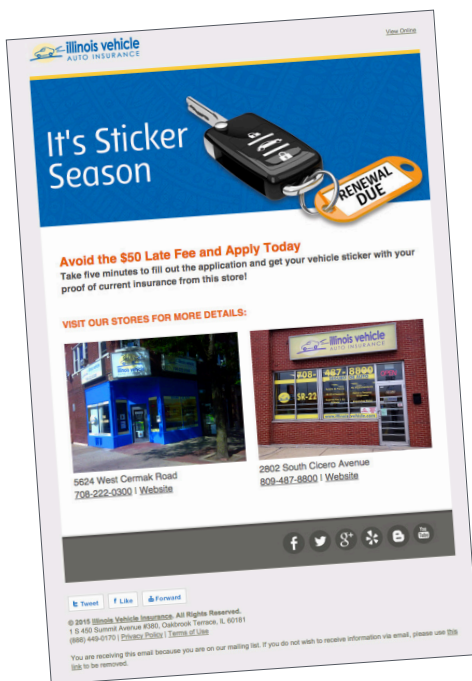


COMMUNITY BUILDING AT ITS BEST

ABOUT NEWINS INSURANCE AGENCY HOLDINGS

Newins is an insurance agency holding company, specializing in auto insurance. Management asked Straight North to design and implement a personalized email marketing campaign for four of its brands, to strengthen a feeling of community among customers.



STRATEGY

Send periodic update emails to serve as reminders and build a sense of community.

KEY TACTICS

- Created and managed emails across four different brands.
- Created and managed emails in both Spanish and English for each brand.
- Managed many levels of personalization for each email recipient, including name, store location and store phone number.
- Communicated public service information, such as career fair announcements.
- Kept current customers updated on important deadlines, such as vehicle sticker renewals.
- Used responsive design for optimized viewing on desktops, tablets and smartphones.

RESULTS

CUSTOMER AFFINITY

Our email campaigns, built around a complex business model, created a strong sense of community among Newins' customers.

AMAZING FACT

BIG-TIME PERSONALIZATION

Using list segments, we were able to personalize and send emails to 16 segments from only two Excel databases. Segments included English- or Spanish-speaking, current or previous customers, and the four brands under the Newins umbrella. Personalization inputs included name, store location and local store phone number.

“Customers appreciate our emails because they provide very useful information. We believe this is having a big impact on customer satisfaction and retention.”

Connor Lind, Vice President of Operations
NEWINS



STRAIGHTNORTH
Make every click count.®