

Kwik-Fit Insurance - Data Broking Case Study



RedEye advised Kwik-Fit Insurance on the most appropriate data to purchase to improve the quality of its database. Event driven emails sent to the new database resulted in a 44% increase in the number of customers visiting the website, and a 5.5% increase in those obtaining a quote.

RedEye was also able to identify the people that did not finish the quote process and send a follow-up email. Almost 50% of these recipients returned to the site, and over 15% went on to finish their quote.

Annie McRae, e-Business Manager at Kwik-Fit Insurance Services said: *“We were keen to update our online marketing and spoke to a long list of providers. We opted for RedEye because of its data expertise, ability to provide the full range of online marketing tools, and its ongoing client support.”*

The Company

Kwik-Fit Insurance offers car and breakdown insurance as well as travel, home contents and buildings insurance, online and over the phone.

The Issue

The company needed to improve the quality of its database by purchasing new data, and develop an email marketing programme to target potential customers and to improve communications to existing customers.

The Brief

Kwik-Fit Insurance appointed RedEye to advise it of the most appropriate data available to purchase for its target market and budget. RedEye’s event-driven email marketing programme would be used to enable Kwik-Fit Insurance to target its new database. The performance of the bought data would then be tracked and measured using RedEye’s email campaign management tools to gauge the success of the campaign.

Kwik-Fit Insurance - Data Broking Case Study



The Solution

RedEye approached a number of trusted data providers, to find the best data to fit Kwik-Fit Insurance's criteria. Its targeted requirements for motor insurance were quite specific, including age, renewal date, location and age of car.

Using RedEye's automated event-driven email marketing tool, Kwik-Fit Insurance sent timely and targeted emails to different bought lists, reminding recipients at the appropriate time to renew their annual cover.

By sending identical emails to different bought lists, RedEye was able to test and measure the performance of the lists against each other, to find the most appropriate for Kwik-Fit Insurance's requirements.

Two weeks after the first mailing, a second, identical email was sent to everyone on the lists. RedEye was able to use its campaign analytics software to prove the value of this second communication.

In addition to measuring the effectiveness of the list and campaigns, RedEye was also able to identify the number of people who started the quote process, but failed to complete, as well as those that obtained a quote.

Kwik-Fit Insurance was able to contact these segments with a targeted follow-up email. The first group received an email encouraging them to contact Kwik-Fit Insurance by phone (if they had experienced problems online), stressing its competitiveness and offering a 15% online discount. The second segment was sent via a follow up email, reminding them of their quote details, and encouraging them to complete the purchase.

The Results

Event-driven emails sent to the new database resulted in a 44% increase in the number of customers visiting the website, and a 5.5% increase in the number obtaining a quote.

RedEye was also able to identify the people that did not finish the quote process and send a follow-up email. Almost 50% of these recipients returned to the site, and over 15% went on to complete their quote.