

## Problem =

Door drops hadn't been working for esure. Acquisition costs of customers through this channel were much higher than for press or DRTV.



## Challenge =

Devise a door drop strategy to match or beat DRTV and Press acquisition costs.

## Our approach =

- Using Cameo customer profiling, all UK postcodes were mapped according to their propensity to respond to four of esure's brands.
- Overlaying renewal and response data, and using bespoke regional targeting software, Equi=Media were able to establish how often to drop, with what products, at what time of month and at what frequency to achieve best results.
- Equi=Media exploited their status as a recognised agency with Royal Mail to maximise postcode selection, timing, frequency and short-term availability.
- In order to manage the entire door to door process from end to end, Equi=Media took on all print buying and logistic management



## The result =

**esure's** marketing spend on door drops is now 20% more efficient - and rising!

