

The AEGON Group Client Case Study

With over 20 million policy and certificate holders, the AEGON Group is one of the top 10 global insurers specializing in life, supplemental health and pension and investment products. AEGON Direct Marketing Services and Stonebridge Life Insurance Company are members of the AEGON Group of Companies.

AEGON Direct Marketing Services

AEGON Direct Marketing Services (ADMS) is a leader in the direct marketing of life and supplemental health insurance. The company is driven by the goal to provide its customers with products they want – when and where they want them.

The Opportunity

AEGON Direct Marketing Services required a unique solution to effectively distribute information on its life insurance products to the underserved market consisting of consumers with an income level between \$50,000 and \$75,000.

The Solution

Charting new territory, ADMS contracted Online Insight to create a unique deliverable designed to help the company reach new markets and increase sales. The result was an innovative marketing strategy marrying “info-tainment” and insurance content on a multimedia CD coupled with an internet solution. With it, ADMS received a new distribution channel that provides expert financial advice at the point of sale and is completely customizable to the target audience. The first iteration targeting “soccer moms” was mailed to 150,000 households while another 50,000 CDs were distributed at soccer events across the country.

“This combination of technology provides more data than ADMS would ever achieve through a typical direct mail program.”

Tom Smith, Vice President of Marketing, ADMS

Strategic Business Results

1. **Expanded Market Reach:** ADMS was able to reach a wider audience comprised of consumers who are not a typical direct response market.
2. **Consumer Education:** Provided easy access to educational information on term life insurance and what products are available to meet the needs of underinsured consumers who typically have limited access to such information.
3. **Unique Distribution Channel:** Through the combination of entertainment content and insurance content, ADMS provided a fun and engaging user experience, increasing the likelihood the recipient would view the life insurance content and respond to the call to action.
4. **Enhanced Sales, Marketing and Product Development:** Using data captured through the guided selling tool, ADMS can identify who and how many view the insurance content. More important, the solution captures consumer preference and buyer motivation data directly from the consumer. This data will help ADMS enhance its product offerings to better meet consumers’ needs and develop more effective marketing messages to target specific consumer segments.
5. **Reduced Purchase Decision Time:** Through the interactive solution, consumers were able to apply for coverage immediately, enabling ADMS to reduce the purchase decision time and close sales faster.

Stonebridge Life Insurance

Stonebridge Life Insurance Company has been providing insurance products for over 30 years. With more than \$10 billion of insurance in force, Stonebridge Life has consistently received high ratings by A.M. Best Company, one of the most respected independent analysts of the insurance industry. Stonebridge Life prides itself on meeting customer needs with quality products, quick response time and exemplary customer service.

The Opportunity

As part of the contract with ADMS, Online Insight delivered a multimedia, interactive application and an online “standalone” solution. ADMS identified a great opportunity to leverage the tool as part of an exciting promotional campaign being developed by sister company, Stonebridge Life, involving sponsorship of NASCAR driver, Carl Edwards. Through its sponsorship, the insurer hoped to expand its market reach by breaking into a new target market – NASCAR fans. The company also wanted to maximize the opportunity of converting site visitors into active customers by providing an online sales experience that would help visitors learn more about Stonebridge’s products and to apply online.

The Solution

As part of the sponsorship, Stonebridge Life ran a major promotion involving a grand prize VIP Racing Weekend hosted by Edwards. To enter, consumers had to enter basic contact information at the Stonebridge Racing website (stonebridgeracing.com), helping Stonebridge Life to drive online traffic, generate leads, increase name recognition and enhance brand awareness.

To help Stonebridge convert site visitors into customers, Online Insight developed a guided selling/decision assistance tool that was incorporated into Stonebridgeracing.com. The “Determine Your Needs” link provided site visitors with easy access to information on the insurer’s term life insurance products, through an engaging, interactive experience designed to guide the visitor to the best product to meet his/her specific needs. After receiving personalized, unbiased product recommendations, consumers had the option to complete the call to action by submitting an application online.

Strategic Business Results

- 70% of visitors to Stonebridgeracing.com who landed on the page containing the “Determine Your Needs” solution started the needs assessment/collaborative conversation
- Over 90% of those who engaged the collaborative conversation completed the conversation and received product recommendations that best-fit their particular needs
- Over 25% of those who completed the conversation and received recommendations responded to the call to action by entering the application

“Stonebridge Life has built a strong reputation as a company our customer’s can depend on to meet their specific needs with quality products and a high level of service. Online Insight’s solutions will help us continue this tradition by enabling our customers to find life insurance that is directly aligned with their personal preferences and financial situation.”

**Lew Whalen, VP of Marketing,
Stonebridge Life**