

Growing an Award-Winning Business Through Targeting and Timing

We're all familiar with the multi award-winning style of **MORE TH>N's** marketing. Turning these memorable campaigns into customers requires connecting with the right audience at the right time, for the right cost. Working together with Acxiom, this is happening. In just three years, MORE TH>N has doubled its mailable audience, seen response rates rise by up to 150% and costs per sale fall.

Backed by top-three UK insurer RSA, MORE TH>N has a fresh, modern approach to consumer insurance. It's known for exceptional customer service, personal claims advisors and a growing haul of awards — one of which names Marketing Director, Peter Markey, as Marketing Society's 'Marketer of the Year' in 2009.

It's unusual in insurance, but much of MORE TH>N's success stems from the importance the growing business attaches to direct mail. In fact, they're one of the most successful financial service businesses to use this method of marketing. But effective campaigns need accurate, highly targeted and intelligent data, and this is where Acxiom fits in.

A partner with business commitment

Rewind a few years, and list data was bought in — from multiple sources — for each direct marketing campaign. Duplications were common, costs were high and variable and there was no scope for flexibility. Plus, this 'throw-away' resource provided no customer insight or long-term value.

On joining the company, Peter Markey could see that MORE TH>N's data could work harder. *"We needed to grow the business and reduce our costs. Improving our direct mail, email and telemarketing activities was the place to start — we just needed a specialist data partner,"* he explains.

To find this partner, MORE TH>N ran a data testing and tender process. The results were clear. *"Acxiom stood head and shoulders above other providers, both from their expertise and what they could bring, to their commitment and dedication to our business,"* says Peter.

Precise targeting for profitable growth

This partnership has, and continues to be, a great success. *"Acxiom developed an advanced prospect pool solution that drives our marketing material way beyond our core consumer,"* Peter says. *"In fact, since Acxiom came on board we have more than doubled the audience we mail to."*

As well as using their own data, Acxiom also sources, recommends and negotiates rates for external pay-per-use data, which the team clean, de-duplicate and process before using for MORE TH>N's acquisition campaigns. The company's marketable universe for direct mail, email and outbound telemarketing is maximised, yet Peter retains complete control over the data budget.

Such a wide pool of data has increased the number of prospect records with variables, such as motor renewal month or cat/dog at home. This customer insight is proving very valuable in both attracting new business as well as for cross-sell purposes. Peter explains, *"Our customer acquisition efforts have benefited enormously, with response rates for our motor campaigns have increased by up to 150%, whilst cost per sale has reduced by up to 40%. We're delighted with the solution."*

And the result is sustainable, profitable growth. Jason Gibbs, Account Director at Acxiom explains, *"By working*

The challenge

To make direct marketing more effective by pinpointing and attracting new customers, whilst identifying opportunities to cross- and upsell to existing ones.

Our response

A highly-targeted and flexible data solution created through in-depth customer insight and delivered within a strong partner relationship.

The impact

Data that doubles MORE TH>N's prospect base, enables many more customers to be targeted and returns a much higher response rate at a lower cost.

What's next?

Using consumer data even more extensively, further segmenting and identifying prospects to deliver continued profitable growth.

closely with MORE TH>N, we've developed a scalable data solution that efficiently targets precise pockets of data within a test-and-learn framework."

"Acxiom has really helped us take our marketing capability to a whole new level with strong, high-quality data plus actionable intelligence, targeting and modelling. We're delighted with the results from this scalable, flexible solution," Peter comments.

A partnership approach

Insight is essential in getting MORE TH>N's data spot-on, so Acxiom works closely with Peter and his team, meeting frequently, evaluating every activity — even bringing in industry experts when the project calls for it.

Peter explains: "It's very much a partnership. Acxiom cares as much about our results and success as we do, and they really do feel like an extension of our team."

This partnership approach also runs across MORE TH>N's external agencies. Each fully aligned with the insurer's business objectives; the result is effective, efficient and coordinated solutions. Acxiom works particularly closely with MORE TH>N's creative agency, Stephens Francis Whitson.

Greater speed with reduced costs

Identifying that MORE TH>N's business needs were changing, Acxiom recently suggested and implemented system amendments to make their solution faster, more flexible and more efficient than ever. This enables urgent campaigns to be designed, produced and mailed within just

a few days. This quick turnaround cuts internal costs and creates compliancy with the Royal Mail's suppression policy for sustainable mail, entitling MORE TH>N to significant postal discounts.

"We're a dynamic and fast-moving business. I'm delighted that Acxiom gives us a solution to match" says Peter. Testaments to the success of direct marketing at MORE TH>N are the exceptional awards they're so rightly proud of. Peter concludes, "Acxiom is at the heart of many of our award wins — we wouldn't have grown the business as well this way without their support. They're very much part of the engine room that drives the success of where we are today".

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Marketing Director, MORE TH>N

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Want to know more?

To find out more about Acxiom's customer recognition capabilities visit www.acxiom.co.uk or call us on 020 7526 5265 to talk to one of our Account Managers. They'll be happy to set up a meeting or answer any questions you may have.

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