

Case Study: Terminator Program for a Tech Company

Type of Business: Tech

Total Lives: 200 in initial email:

Campaign Overview

The Terminator Program aimed to engage terminated employees of a hospital with a comprehensive insurance offering. Over a 10-day period, the campaign utilized targeted text messages to reach out to the former employees. The campaign anticipated a response rate of 3%.

In this case we sent one initial email with the endorsement of the client telling the employees that this link was legitimate and that they could pick up life insurance.

Campaign Results

- **Total Former Employees in Campaign:** 200
- **Click-Through Rate:** 27% (54 employees)
- **Quotation Rate:** 11% (22 employees)
- **Enrollment Rate in an Insurance Plan:** 3 % (6 employees)
- **Applications pending activation with future effective dates:** 11
- **Total participation with current and future effective applications:** 17% (17 applications)
-

Financial Outcomes

- **Average Premium per Policy:** \$1,984
- **Total Premium on issued and approved:** \$41,676
- **Average Commission Rate:** 68%
- **Total Commissions:** \$28,339
- **Broker's Commission:** \$14,169 (50% of total commissions)

Conclusion

The Terminator Program demonstrated an effective strategy for engaging and converting terminated employees into insurance policyholders. The campaign not only met but significantly exceeded its anticipated response rate, resulting in substantial premiums and commissions. This case study highlights the potential of targeted text message campaigns in the insurance industry, particularly for reaching out to former employees. Despite the potential for some cancellations, the overall results underscore the program's success and viability.

