

## MAILER:

The Hartford

## OBJECTIVE:

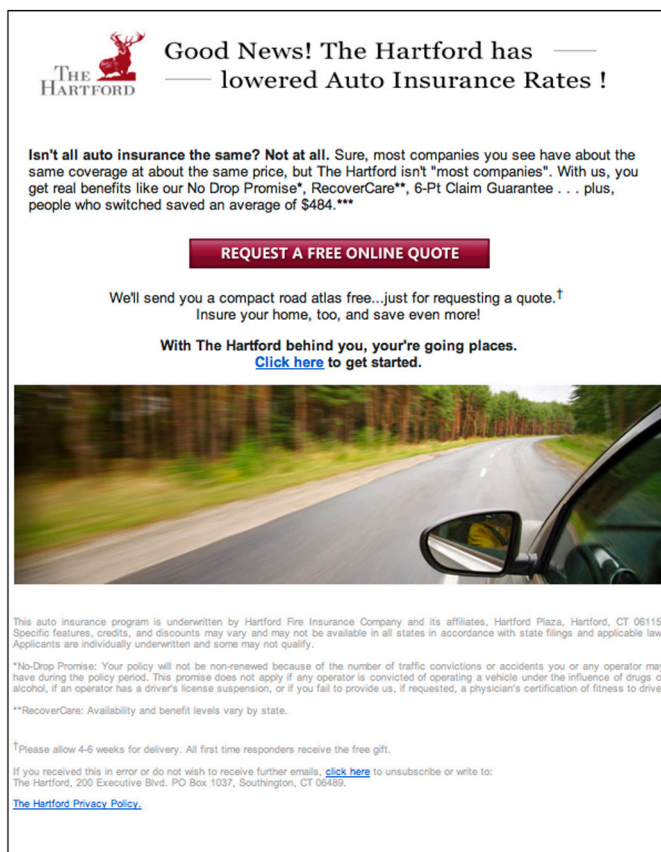
The Hartford faced the challenge of increasing new qualified leads of auto insurance prospects as well as positioning itself apart from all competition in the auto insurance industry.

## SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign segmenting an audience of prospective automotive insurance buyers. Our highly responsive Insurance Information Seekers file includes segmentation capabilities for specific types of insurance, which in this case was automotive. The offer was created to introduce prospects to the auto insurance product, to provide differentiating features of The Hartford policies, and to provide the opportunity to request an online quote.

## OUTCOME:

The email marketing campaign proved highly successful with significantly above industry average open and click-through rates. The mailer saw a significant increase in traffic including increased requests for quotes. The mailer subsequently returned for multiple campaigns and continuation list usage with additional eTargetMedia email initiatives.



**THE HARTFORD** Good News! The Hartford has —  
— lowered Auto Insurance Rates !

Isn't all auto insurance the same? Not at all. Sure, most companies you see have about the same coverage at about the same price, but The Hartford isn't "most companies". With us, you get real benefits like our No Drop Promise\*, RecoverCare\*\*, 6-Pt Claim Guarantee . . . plus, people who switched saved an average of \$484.\*\*\*

**REQUEST A FREE ONLINE QUOTE**

We'll send you a compact road atlas free...just for requesting a quote.†  
Insure your home, too, and save even more!

With The Hartford behind you, you're going places.  
[Click here](#) to get started.

This auto insurance program is underwritten by Hartford Fire Insurance Company and its affiliates, Hartford Plaza, Hartford, CT 06115. Specific features, credits, and discounts may vary and may not be available in all states in accordance with state filings and applicable law. Applicants are individually underwritten and some may not qualify.

\*No-Drop Promise: Your policy will not be non-renewed because of the number of traffic convictions or accidents you or any operator may have during the policy period. This promise does not apply if any operator is convicted of operating a vehicle under the influence of drugs or alcohol, if an operator has a driver's license suspension, or if you fail to provide us, if requested, a physician's certification of fitness to drive.

\*\*RecoverCare: Availability and benefit levels vary by state.

†Please allow 4-6 weeks for delivery. All first time responders receive the free gift.

If you received this in error or do not wish to receive further emails, [click here](#) to unsubscribe or write to: The Hartford, 200 Executive Blvd, PO Box 1037, Southington, CT 06489.

[The Hartford Privacy Policy.](#)

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