

MAILER:

MetLife

OBJECTIVE:

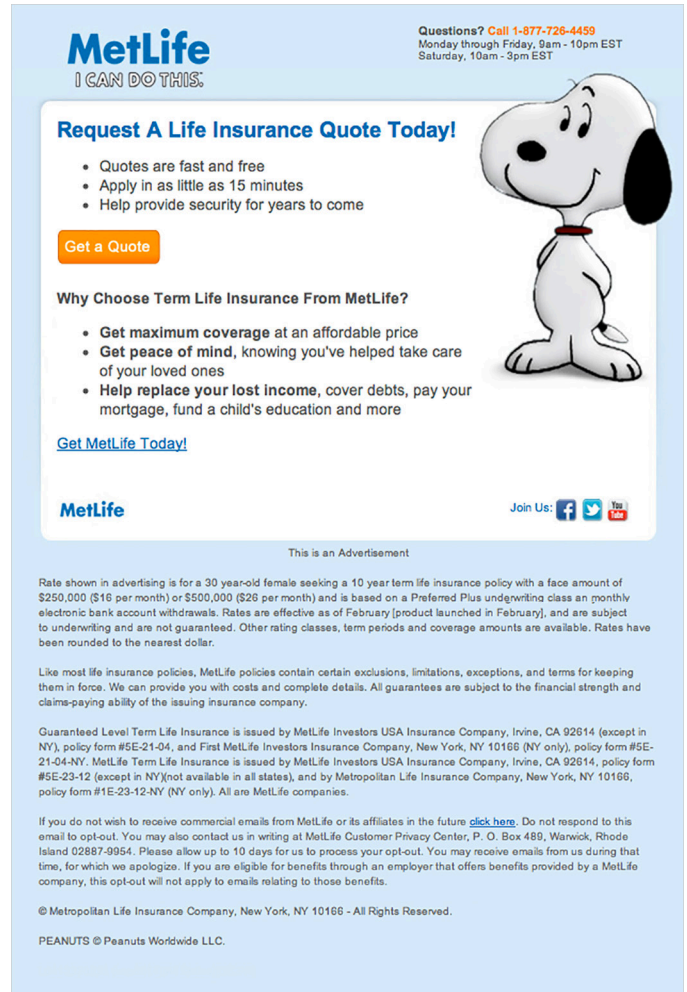
MetLife faced the challenge of increasing leads during target enrollment periods for new term life insurance coverage.

SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign focusing on two primary market segments, one focusing on families and another focusing on a younger high-tech audience, each further segmented by unique differentiating qualifiers. eTargetMedia selected key family files from our comprehensive database that skewed female, with children in the household plus target age plus income qualifiers, including American Families Online, Active Moms, and Prepared Parents and Tots, among other high performance files. The technology segment included strategically implementing the files of American Tech Savvy Enthusiasts, American Smartphone Owners, and American LinkedIn Enthusiasts, skewing male and also implementing the age and income selects in addition to the insurance focus relevancy. The campaign was designed to position MetLife as the leading choice for term life insurance, provide ease of use for immediately requesting a quote, and educating the target audience on how cost effective the coverage can be for their family.

OUTCOME:

The email marketing campaign was a tremendous success in exceeding the number of target leads, driving traffic and increasing the number of quotes requested as a results of the initiatives, leading to large-scale subsequent campaigns for all market segments of focus.



MetLife
I CAN DO THIS.

Questions? Call 1-877-726-4459
Monday through Friday, 9am - 10pm EST
Saturday, 10am - 3pm EST

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- Apply in as little as 15 minutes
- Help provide security for years to come

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- **Help replace your lost income**, cover debts, pay your mortgage, fund a child's education and more

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This is an Advertisement

Rate shown in advertising is for a 30 year-old female seeking a 10 year term life insurance policy with a face amount of \$250,000 (\$16 per month) or \$500,000 (\$26 per month) and is based on a Preferred Plus underwriting class and a monthly electronic bank account withdrawals. Rates are effective as of February (product launched in February), and are subject to underwriting and are not guaranteed. Other rating classes, term periods and coverage amounts are available. Rates have been rounded to the nearest dollar.

Like most life insurance policies, MetLife policies contain certain exclusions, limitations, exceptions, and terms for keeping them in force. We can provide you with costs and complete details. All guarantees are subject to the financial strength and claims-paying ability of the issuing insurance company.

Guaranteed Level Term Life Insurance is issued by MetLife Investors USA Insurance Company, Irvine, CA 92614 (except in NY), policy form #SE-21-04, and First MetLife Investors Insurance Company, New York, NY 10166 (NY only), policy form #SE-21-04-NY. MetLife Term Life Insurance is issued by MetLife Investors USA Insurance Company, Irvine, CA 92614, policy form #SE-23-12 (except in NY/not available in all states), and by Metropolitan Life Insurance Company, New York, NY 10166, policy form #1E-23-12-NY (NY only). All are MetLife companies.

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