

Insurance Agents Generate Nearly \$17 million in Increased Premium Using Pii's Web-based Tool

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A major U.S. insurance company generated nearly \$17 million in increased premium through marketing materials and campaigns ordered by their agents from a state-of-the-art Web-based tool created and maintained by Progressive Impressions International (Pii), a Taylor company.

With 14,000 agents located in 29 states, a major U.S. insurance company faced many challenges in controlling brand consistency in their marketing materials, as well as ensuring successful best practices were being shared among their agents. Progressive Impressions International (Pii), a Taylor company, had been producing a variety of personalized marketing materials for the insurance company's agents more than 18 years. The insurer turned to Pii because of their experience in prospecting and retention programs designed specifically for field agents.

Pii provided an online agent marketing portal to fit the company's needs. The technology solution is a platform where agents can review and order personalized prospecting materials, targeting specific lines of business. With Pii, agents now have one-stop shopping, anytime access, including helpline support, robust offering of materials and automated billing. The system incorporates sales match-back, and proactively suggests successful pieces and campaigns to agents as well.

In one online session, an agent can select marketing materials for numerous campaigns, add personalization that includes photo and contact information, and submit the order for production. Pii also provides agents with instructional and promotional materials, including a custom-produced video tutorial that is available on the site at all times.

The results speak for themselves. In one year, approximately 17,000 orders of agent marketing materials and campaigns generated nearly \$17 million in increased premium. One agent who used the tool said, *"I will look no further than this Web site as a lead-generating resource to grow my agency. It gives me the control I desire to choose who, where and how I want to build a direct mail marketing campaign. It's just top notch!"*

View a video describing this successful program by visiting:
<http://www.youtube.com/watch?v=ECysH0bj25M>

To learn more about how Pii's technology solutions and digital print services can benefit your company, contact Ron Drenning, Vice President of Marketing, at 800.883.1156 or rdrenning@whateverittakes.com

About Pii:

Since 1993, Progressive Impressions International (Pii) has been providing direct marketing with personalization for leading companies in Insurance, Financial Services and Health Care. We are one of the country's largest full-service direct marketing solutions providers. Pii builds integrated solutions that bring together the best of data segmentation techniques, applied through various communication channels – such as direct mail, e-mail and more – and made available to distributed sales forces via an easy-to-use, Web-based tool called Conductor. Pii solutions help companies achieve maximum marketing ROI. Digital print with variable content and personalization is a core competency for Pii. In addition, we are able to offer a full range of commercial and specialty printing services.