
Lifestyles Online Case Study First Quote Insurance

The Objectives

- Use car insurance renewal data gathered via Lifestlyes Online to generate new customers for FirstQuote.ie.
- Communicate offer with consumers during the month supplied as their insurance renewal date.

The Process

- Deploy 3 – 4 emails to consumers over the 30 day period prior to their car insurance renewal date.
- Only send each additional email to consumers who have not already responded via the previous email.
- Each new email to have a slightly different message/call-to-action than the previous – eg: “Only 3 days left to avail of this offer”

Email Creative 1

Subject line: **Save Money On Your Motor Insurance With FirstQuote.ie**

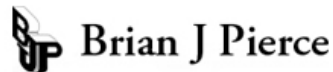
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**FREE
PRIZEDRAWS**

%%SITE_NAME%%



FirstQuote.ie have put together a very competitive car insurance package especially for you, our members. This offer has been extended [just for you](#) and will expire on the 7th September 2011.



**Save money on your Motor Insurance with
Brian J Pierce Limited T/A FirstQuote.ie**

Hi %%FNAME%%.

FirstQuote.ie are offering you comprehensive car insurance from as little as **€299**. This includes **Windscreen Cover, Breakdown Rescue and No-Claims Bonus Protection!**

To save money on your Motor Insurance, call us now on 01 667 4985, or for an instant online quote click here:



Best Wishes, The **FirstQuote** Team

Brian J Pierce Ltd t/a FirstQuote.ie is regulated by the Central Bank of Ireland.
Registered office: Sandymount Village Centre, Sandymount, Dublin 4



This email was sent to the following address: %%EMAIL%% who is a registered member on the Free prize draws website since %%BIRTH_DATE%%.


If you would like to stop receiving member offers that have been selected for you please go [here](#) to unsubscribe or send an email to unsubscribe@freeprizedraws.ie with the word 'unsubscribe' in the subject line.

Free prize draws is a part of Lifestyles Online Limited.
Registered Office: Lifestyles Online Ireland Ltd, 29 Lower Patrick, St Kilkenny, Registered Number: 480849 (Ireland).



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Hurry, you only have 4 days remaining to avail of this fantastic offer!

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Time constraint call-to-action

Results

- Open rate: **47.4%**
- Click-thru rate: **11.8%**
- Response rate from opening: **24.9%**