

Progressive Impressions International



One-Stop Prospecting Site

Acquire a targeted list, choose a message,
add personalization — all in one session online



One Hardman Drive • Bloomington, IL 61701
Call 800.833.1156 or visit www.WhateverItTakes.com

Pii is a registered ISO 9001 company

The Challenge

An insurance company with 17,000 agents wanted to reinvent prospecting for their sales force. The company envisioned a Web-based system that would offer qualified leads, ready-made mailers, online approvals and e-tools for review and follow-up.

Pii's Solution — One-Stop Prospecting Site

The One-Stop Prospecting Site is an online order platform that provides everything agents need to do their own prospecting. Lists of prospects are built from credit-reporting and other databases. Pii checks all addresses for deliverability and removes names of existing policyholders from lists. Agents have online access to their list for 12 months.

The site offers a selection of corporate-branded mail campaigns, which can be sent all at once or in increments (for example, 50 per week). Postcards, brochures, letters and other materials are available for specific



market segments, to match up with characteristics of the prospecting list, and all campaigns contain personalization for the sending agent.

A Pii-designed reporting feature allows agents to review past orders, follow-ups and results. Charts show conversions of prospects to policyholders, with updates quarterly.

A Pii-designed tool for managers provides analysis and reporting — plus, control of how leads are delivered. The tool also offers a real-time overview of each agent's participation and results.

Results

In the first two months of the program, agents ordered more than 1 million direct mail pieces and scheduled more than 100,000 follow-ups. With this one-stop prospecting site, the insurance company has achieved these marketing goals:

- Cost-effective, Web-based prospecting
- Data processing and printing from a single source
- Reporting of prospecting results

As a program for cold prospecting, the site helps the individual agent build their business and promote the company at the same time. Streamlined processing and the availability of follow-up tools make this program a highly effective marketing investment.

Pii designed the site as a complete prospecting service specifically for insurance agents.



See it, send it functionality

Access to leads and demographics — 24 hours, 12 months

Conversions of prospects into policyholders

Leads grouped by age and insurance segment (auto, homeowners, etc.)

Mail or phone reply goes to agent

