



## A highly effective acquisition channel for Royal London

Founded in 1861, Royal London is the UK's largest mutual life, pensions and investment company. Royal London provide award-winning customer service and their mutuality means they can give customers that little bit more, with the trust they will be there for you when it counts.

### Campaign objective

Royal London sells insurance products through financial advisors.

In 2014 they built a direct-to-consumer arm of the business and needed an effective channel to reach out to consumers.

### Intelligent doordrop solution

In 2016, Whistl developed a propensity model that used the latest data blending and analytical techniques to identify the likely demographics and financial behaviours of a Royal London customer.

A ranked targeting model enabled Royal London to target door drops to their best prospect audience across the UK – including London.

### Campaign results

Door drops have proved to be a highly effective acquisition channel for Royal London with campaigns receiving response rates of between 0.010% and 0.020%.

Strong targeting and creative lead to positive results and gave Royal London the confidence to increase their door drop volumes to c. 30 million in 2017.



**whistl**