



Effective cross-selling for an insurance provider

Client

A Europe-based insurance provider selling innovative personal, auto, and commercial insurance products.

Opportunity

The client's marketing vertical wanted to enhance revenue growth opportunities through effective cross-selling and superior targeting, and maximize the value of the customer portfolio.

Value Delivered

1

Enhanced the process of identifying potential targets for cross-selling.

2

Reduced the rejection rate of offers from 40% to 10% within one year of implementation.

Solution

SG Analytics' solution comprised the following three-phased approach:

- Customer segmentation: SG Analytics' team identified the right customers based on various factors such as age, marital status, average ticket per transaction, mode of payment, etc.
- Propensity modeling: Our data scientists then determined the probability of cross-selling a product to policyholders using a logistic regression model.
- Campaign design: Based on the probability score, we recommended a cross-sell strategy and campaign. We also suggested factors to measure the effectiveness of the campaign by capturing the responses of the prospects.

5+

Customer
Segmentation Factors

75%

Reduced
Rejection Rate



To know more about our Marketing Analytics Services
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