



# Case Study

## Insurance: Segmentation piece

### The Challenge

Ageas identified they had a limited market of the over 50's. Their ambition was to grow market share by targeting a wider demographic.



### The Solution

REaD Group created a whole market segmentation for the UK, utilising what we knew about Ageas customers overlaid with psychometric and TGI profiling.

Clusters driven by age, household income, household composition, digital engagement and insurance products held. Expansion of their customer base focused initially on Motor/Home Insurance but evolved to include other products such as Pet and Travel insurance.

Specific segments that matched Ageas values and identified as delivering high LTV were chosen.

### The Results

Every communication – across all channels – was tailored and personalised.

Identification of the prospect's segment during web visits delivered more relevant imagery to the prospect, increasing conversion.

Segmentation was applied to Facebook and other digital targeting.

Delivered uplifts in response rates through personalisation as well as enabling efficiency and measurable improvements in marketing.

Segmentation has enabled Ageas to move into new target audiences, away from over 50s only, with great success!

