



AMERILIST INC. INSURANCE SOLUTIONS



Our clients typically find direct mail is the preferred method of marketing

- Direct mail is always incorporated into their budget
- Clients have on average 10-20 seats in their call center for lead generation and increasing brand recognition
- Mail out anywhere from 10,000-20,000 pieces a week
- Use return cards with phone number and website as a means of tracking
- Leads are followed up immediately with a personalized proposal
- Response rates are typically a little less than 2%
- Average lead has a 20% conversion

Kinds of Insurance

- Health Insurance
- Auto Insurance
- Home/Renter Insurance
- Flood/Hurricane Insurance
- Life Insurance
- Long Term Care/Supplemental Insurance
- Investment
- Travel Insurance



Health Insurance

- Self Employed occupation selects
- College students/parents
- Saturation lists
- Generic selects in a territory (age, income, etc.)



Auto Insurance

Impacted by Shelby Law & Drivers Privacy Protection Act

- Pull teenage drivers
- Saturation lists
- Generic household selects
- Auto data, renewal dates, insurance carriers





Home/Renter Insurance

- X-dates
- Renters
- New movers
- Saturation List





Flood/Hurricane Insurance

- Target geography that is in flood plains
- Coastal areas
- Homeowners





Life Insurance

- New Parents
- Married Couples
- New Homeowners
- Behavior Bank





Long Term Care/Supplemental Insurance for 65+

- Pull by birthdates
- Elderly adult in household
- Long term care self-reported data





Investments

- Annuities
- Smart Targets





For More Information, Please Call:

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