

PRESS RELEASE

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Direct mailing 'I appreciate you' achieves 50% response

For a Dutch online platform for financial advisors called arthur.nl, a direct mailing was developed by Dutch advertising agency Quince. Within a few days a 50% conversion from direct mailing to online subscription was achieved.

Since the direct mailing, arthur.nl developed into the most extensive and complete independent survey of financial advisors for consumers. On the website consumers can find extensive profiles and specialties and have the possibility to review financial advisors.

The theme of the direct mailing was 'I appreciate you' was based upon the feature to rate financial advisors. The first mailing was a huge thump with accompanying letter from a fictional client, that stated how much he appreciated the job the recipient did for him. The fictional client also directed him to a website to get more rates from clients. When visiting the website, the advisor was directed to a micro site. On the micro site a virtual person asked 3 questions about issues the financial advisor would very likely appreciate, such as more visibility for prospects. At the end of the survey and the advisor answered all questions with yes, he could easily subscribe to artur.nl and create a profile.

Arthur.nl is an initiative of Meeting Point and is recommended by the top insurance companies in the

Netherlands such as: AEGON, Delta Lloyd, Monuta, Nationale
Nederlanden, REAAL, Turien and Yarden.

Quince is a communication agency with expertise in the field of digital media, online marketing and action marketing within the retail and b-to-b market. At the strategic level concepts and campaigns are developed and in-house implemented by one of the four disciplines that constitute the agency. The four disciplines are print media, digital media, marcom software development and events.

For additional information please contact Quince.

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