

CASE STUDY SERIES >>

Small Business, Yields Big Success

With Direct Mail Lead Program

CHALLENGE

A financial services company owner with 50 full-time employees found RGI by Google search. The owner inquired about a direct mail lead program.

Their goal was to increase lead orders, applications, and commissions by 50%. They also wanted to generate a consistent flow of leads throughout the year, for their agents.

SOLUTION

RGI's bread and butter is direct mail leads. Setting up a successful lead program that included:

- Enhanced data modeling
- Regular program optimizations
- Weekly analysis & reporting
- Consistent client feedback

The client was thrilled with the program solution and its potential to provide consistent success for their small business.

IMPLEMENTATION

RGI collaborated with the company to map out and build an ongoing lead optimization plan.

Lead orders, lead deliveries, applications and commissions increased across the board within the first few months and consistently throughout the year.

RESULTS



100%
Increase
In Lead
Applications



100%
Increased
Commissions



30%
Increase
In Leads
Delivered
By RGI