



CUSTOMER WINBACKS

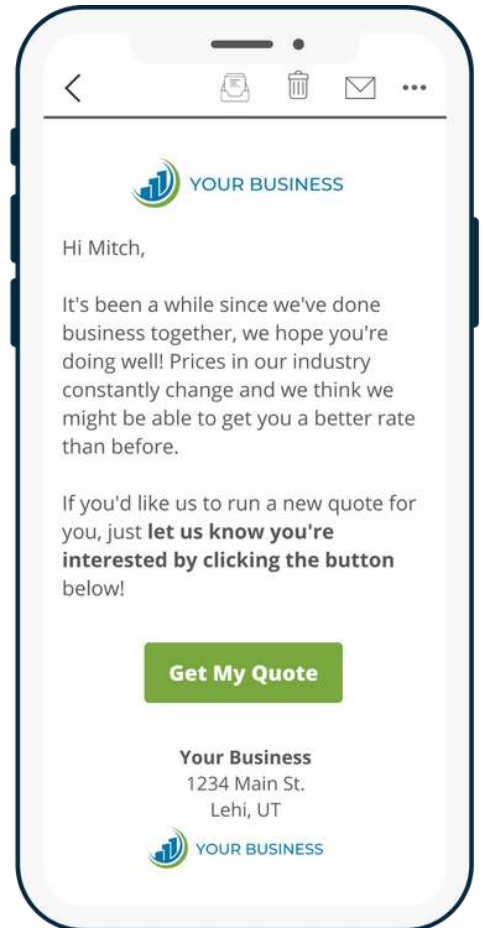
How Farmers Insurance - Shelley P. discovered new sales opportunities from a list of canceled customers.

CHALLENGE

Over 20 years of agency experience, Farmers Insurance - Shelley P. accumulated over 2,000 canceled customers. She knew there were worthwhile prospects to win back in that list, but didn't know how to uncover them. It's a grind to cold call that many people.

SOLUTION

Shelley signed up with Lift Local's automated Winbacks email campaigns to identify interested prospects. These campaigns automatically send emails to canceled customers to offer them an updated quote.



CLIENT PROFILE



SHELLEY P. - FARMERS INSURANCE



BENTONVILLE, AR



12 MONTHS +
on Lift Local Service



LIFT LOCAL



(801) 407-5983



<https://www.liftlocal.com>

RESULTS

2,100



CANCELED CUSTOMERS EMAILED

Over the course of a year, 2,100 canceled customers received an average of 17 emails from Shelley.

142



NEW QUOTE OPT-INS

As they warmed up to her message, 142 contacts clicked an opt-in button to receive an updated quote.

CONVERSATIONS

Shelley was notified of the interested prospects and was able to start productive conversations with them.

