



CUSTOMER WINBACKS

How Erika's Insurance Services discovered new sales opportunities from a list of canceled customers.

CHALLENGE

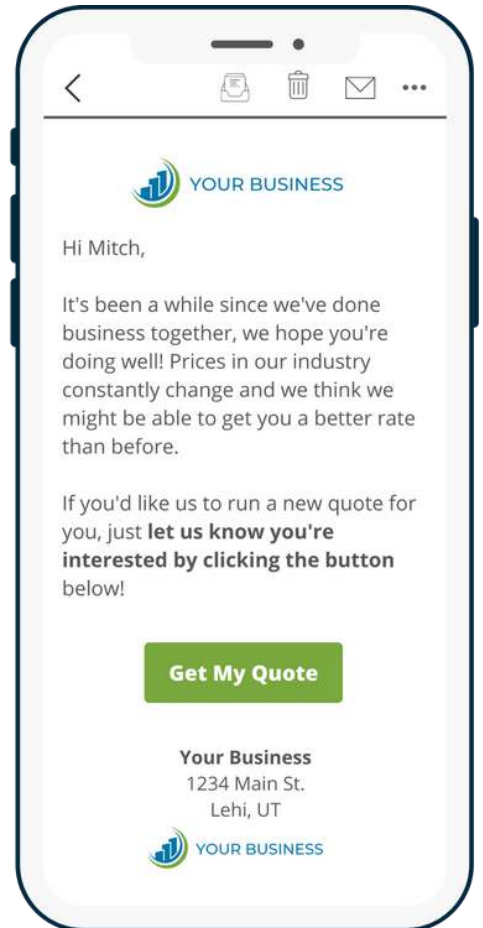


Over 15 years of agency experience, Erika's Insurance Services accumulated nearly 1,000 canceled customers. They knew there were worthwhile prospects to win back in that list, but didn't know how to uncover them. It's a grind to cold call that many people.

SOLUTION



The agency 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



ERIKA'S INSURANCE SERVICES, INC



4 LOCATIONS, CA



12 MONTHS + on Lift Local Service



LIFT LOCAL



(801) 407-5983



<https://www.liftlocal.com>

RESULTS



923



CANCELED CUSTOMERS EMAILED

Over the course of a year, 923 canceled customers received an average of 25 emails from Erika's Insurance Services.

114



NEW QUOTE OPT-INS

As they warmed up to the message, 114 contacts clicked an opt-in button to receive an updated quote.

CONVERSATIONS

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

