



# APSIT/NY Life – Life Insurance Personalized URL Campaign Case Study

## Objective

Increase awareness and plan participation in the American Physical Society Insurance Trust (APSIT) Life Insurance Program.

## Target Audience

Members of APSIT, who typically have an advanced degree in Physics or a similar discipline.

## Challenge

Create and deliver a persuasive message to an audience that prides itself on the use of data and analysis in decision making.

Cost-effectively reach younger members of APSIT online; overcome the lack of email addresses.

## Solution

Use Personalized URLs (PURLs) in a direct mail solicitation to engage the members and connect with them by driving them online.

Create very logical, need based copy to illustrate the gaps in life insurance coverage that are typical of this audience.

Highlight the trusted brand name underwriter, NY Life, demonstrating the exceptional value of the product for this exclusive group.

## Results

The new creative package and the use of the PURL dramatically increased the response rate for the campaign.

