



CASE STUDY



EMAIL
MARKETING

New York Life

Email Marketing



New York Life is a Fortune 100 company that has provided a variety of life insurance products and services to their clients for more than 150 years. In an effort to nurture relationships with clients and potential

clients with children with special needs, New York Life partnered with a number of non-profit organizations. New York Life has been presenting a series of webinars on investment and insurance options for children with disabilities. These webinars also provided a warm lead pipeline for a targeted New York Life product.

New York Life was in need of a digital marketing system that would enable them to nurture underutilized organizational and individual parent leads from the beginning of each engagement in order to convert them into prospective clients over time. This was especially crucial for those potential clients who did not immediately convert as a result of the webinar session. inSegment was contracted to create this integrated marketing and lead nurturing system.

Goals

- Measure and increase the ROI of New York Life's special needs partnership program
- Engage a greater percentage of the partner organization's constituents
- Strengthen the program to become a real source of lead generation
- Portray New York Life as a program partner as opposed to a vendor

Execution

inSegment developed an integrated email marketing strategy that would:

- Personalize the web experience for each partner organization
- Capture lead data of constituents – even those who chose to opt out of registering for the webinar
- Provide multiple opportunities for immediate and delayed conversion

In addition to the email campaign, inSegment designed a series of microsites that were customized for each organization that partnered with New York Life. The partner organization was responsible for disseminating the email campaign to its constituents; traffic was monitored and driven from the email to the corresponding microsite. The email and the microsite offered multiple conversion opportunities for the user to find out more about the webinar and New York Life's relevant products.

inSegment Results:



The email marketing strategy greatly enhanced the aesthetic presentation of the pilot program, as well as its short and long-term efficacy. By integrating conversion points into the email, inSegment was able to capture the interest and data of more users. The customized microsites for each partner organization created a more engaging and enduring experience for prospects that would outlive the initial webinar event itself, and continue to produce leads over time.

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