



Program Information

Prospecting Campaigns



- Leads for 2017 Marketing Blueprint prospecting campaigns will be provided by DataLab, our data vendor.
- DataLab will select and mail prospects with a higher likelihood to request a quote and result in a sale of one or more Allstate policies. Criteria includes over 2,000 demographic variables, such as age, address type, marital status, occupation type, home value, etc.
- Campaign performance is monitored and criteria will be continually updated based on the performance of recently completed campaigns.
- Each month the mail file will be rank ordered based on the likelihood of each prospect to respond to direct mail. The top prospects (depending on enrollment preferences) in the file will be selected to receive a prospecting mailer.
- The creative that is used (Auto or Home) will depend on the prospects in the file and the best creative for them. It is possible that on a monthly basis you could have all Auto mailed and no Home (or vice versa) or a combination of both Auto and Home.

Cross-Sell & Retention Campaigns



- Leads for all Customer Cross-Sell and Retention campaigns will be provided by Allstate Marketing Operations (MOPS).
- Please see below for audit criteria by campaign type.

Seed Letters

- All direct mail campaigns will receive seed letters.
- For [prospecting](#), these letters will include agency signature and phone number.
- For [customer](#), these letters will have the agency phone number listed as 999-999-9999. This is not how these will print when being mailed to customers.

Direct Mail & Email Scrubbing

- For all [pure prospecting](#) Direct Mail/Email campaigns, Allstate Marketing Operations (MOPS) scrubs against Allstate DNC, Federal DNC, and Litigator source code.
- For [customer campaigns](#) (e.g. Life Cross-Sell), Allstate Marketing Operations (MOPS) scrubs against Allstate DNC and Litigator Lists only.
- No additional scrubbing is required for any Blueprint Direct Mail/Email campaign lists.



Agent Information & My Profile

Agent Information

- The agent information in My Profile is exactly what will be printed on direct mail.
- This information is populated from the Agency Website Management Tool (AWM).
- Ensure information on AWM is up-to-date!
- Customer friendly First and Last name are editable!

Prospecting Phone Number

- You can include a different phone number for prospecting direct mail pieces.
- If populated, this number will be printed in lieu of office phone on prospecting mail.
- Office phone will still print on customer direct mail (ensure AWM is up-to-date!).

Photo & Signature

Note: Your photo from **Brand Muscle** (if available) will be included in direct mail/email campaigns. *Your photo will **not** be pulled from your Allstate website.* To opt out of including your photo, please click the drop-down in the top right corner of the Blueprint site, select "My Profile," and uncheck the box that says "Include Photo in Direct Mail/Email Campaigns." For more information, please email marketingblueprint@allstate.com.

Include Photo in Direct Mail/Email Campaigns <input checked="" type="checkbox"/>

Note: Your scanned personal signature from the **Allstate Database** (if available) will be included in direct mail/email campaigns. To opt out of including your signature, please click the drop-down in the top right corner of the Blueprint site, select "My Profile," and uncheck the box that says "Include My Scanned Personal Signature on Direct Mail Campaigns." For more information, please email marketingblueprint@allstate.com.

Include My Scanned Personal Signature on Direct Mail Campaigns <input checked="" type="checkbox"/>



Direct Mail / Email

Profile

Contact Information
Marketing Address

Agent Number

Customer Friendly Last Name: Cross

Customer Friendly First Name: Kyler

Title: Select...

Contact Email Address: kcros@allstate.com

Office Phone

Prospect Mail Phone

Blueprint Activation Contact Phone

Office Fax

Cancel Save

Editable for 2017

Pulls from AWM

Agent can use a different number for prospecting direct mail pieces

For vendors only. Not printed on Direct Mail or Email.

Profile

Contact Information
Marketing Address

Customer Friendly Agency Name

Time Zone * Select...

Agency Name Pronunciation

Include Photo in Direct Mail/Email Campaigns

Include My Scanned Personal Signature on Direct Mail Campaigns

EFS Signature (Name and Designation)

EFS Agent Number

Cancel Save








Pulls from AWM

Defaults to being included. Pulls photo from BrandMuscle.


Checkbox for agent signature to be included for 2017 annual enrollment.



Prospecting Direct Mail Campaigns


- Auto/Home
 - Monthly drops, January – November 
 - 250 or 500 mailings per drop
 - Criteria includes over 2,000 demographic variables, such as age, address type, marital status, occupation type, home value, etc.
- Condo
 - May, July and September drops 
 - Up to 200 mailings per drop
 - This direct mail campaign targets prospects who are likely condo owners and who do not currently have Allstate condo insurance
- Motorcycle
 - February, April and June drops 
 - Up to 300 mailings per drop
 - This direct mail campaign targets prospects who are likely motorcycle owners and who do not currently have Allstate motorcycle insurance
- Boat
 - March, May & August drops 
 - Up to 200 mailings per drop
 - This direct mail campaign targets prospects who are likely boat owners and who do not currently have Allstate boat insurance
- Renters
 - August drop 
 - Up to 300 mailings per drop
 - This direct mail campaign targets prospects who are likely renters and who do not currently have Allstate renters insurance
- Centralized Auto First Quote and Centralized Home First Quote 
 - First Quote processes auto & home prospecting quotes and automatically sends the quotes for direct mail printing and mailing
 - Criteria is determined by the Region
- Centralized Auto ReQuote and Centralized Home ReQuote 
 - ReQuote processes Alliance "saved" auto & home quotes
 - Criteria is determined by the Region


Cross-Sell Direct Mail Campaigns


- Life
 - September drop
 - Up to 500 mailings per drop 
 - Ages 25-45
 - Multiline or Financial only
 - No presence of a Life product




Cross-Sell Email Campaigns


- Retirement – **free!**
 - March drop
 - Unlimited quantity
 - This campaign targets customers ages 27-70 that are Monoline Auto, Home or Life, or are multiline customers with no financial
 - Email will vary depending on the age range of customers – see creative [here](#)

- College Planning – **free!**
 - May drop
 - Unlimited quantity
 - Monoline Auto, Monoline Property, Multiline, Monoline Life or Monoline Financial
 - 25-50 years of age
 - Presence of children
 - Email address present
 - See creative [here](#)

- Long-Term Care – **free!**
 - June drop
 - Unlimited quantity
 - Monoline Auto, Monoline Property, Multiline, Monoline Life or Monoline Financial
 - 51-70 years of age
 - Email address present
 - See creative [here](#)

- Quarterly Market Review
 - Quarterly drop
 - Unlimited quantity
 - Multiline home and auto, monoline life/financial, have presence of PUP or are monoline landlord
 - Two versions will be sent, one to customers ages 27-45 and another to customers 46-65

Retention & Loyalty Direct Mail Campaigns

- New Household Referral Mailer – **\$0.34 Blueprint Price / \$0.17 Agent Price**
 - Weekly drop (January–December) 30 days into new customer relationship
 - Unlimited quantity
 - This campaign targets new to Allstate customers

Note: We are continually re-evaluating the success of these campaigns. Available volumes are driven by lead performance.