



CASE STUDY

STANDARD LIFE HEALTHCARE



Standard Life Healthcare, part of the Standard Life group of companies, offers private medical insurance and health cash plans to consumers and employers alike.

CLIENT BRIEF

Create brand awareness and new customer acquisition of affluent professionals using the DBS Directors & Professionals @ Home file.

KEY ISSUES / OBJECTIVES

Increase customer numbers via direct mail offer, ensuring no existing SLH customers are mailed.

DBS' ROLE

To provide data with a 0-12mth recency, within geographic areas specified. An age profile was also overlaid.

OUTCOME FOR CLIENT

- New client acquisition as a result of mailing to DBS data.
- Increased brand and product awareness across the ABC1 market.

To find out more contact us on 01245 397 570 or email thesalesteam@dbsdata.co.uk



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SUMMARY

DBS has been providing data for Standard Life Healthcare through a planning agency for many years and have received good feedback and response levels. This is an ongoing relationship.

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