



Barmenia

MarketDirect Cross Media increases revenue and simplifies order processing

Application adds new intelligence to print communication

Personalised print communication

Barmenia is one of Germany's leading independent insurance groups. The company extends a comprehensive range of health, life, property and vehicle policies to more than two million customers. Its sponsorship of the Bundesliga football club, Bayer Leverkusen, helps it to maintain a high public profile.

Direct mail (DM) is however the group's main business driver. With complex insurance products to promote, personalised print communication is a proven medium. Until recently Barmenia's DM campaigns had relied on postal and fax responses, but prospective clients can now respond electronically.

Digital integration

Ricoh helped Barmenia add digital intelligence to its print communication. Prospective clients scanning QR codes integrated within Barmenia's print communication are taken directly to personalised web landing pages which offer additional services and provide a simple click-through response.

Digital integration has transformed Barmenia's marketing. With customers able to link directly from print communication to digital content, Barmenia's conversion rate has doubled, driving incremental business. What is more, the digital response has significantly reduced processing costs.

Barmenia
EINFACH. MENSCHLICH.

+100%

increase in direct mail conversion rate

"MarketDirect Cross Media is an incredibly powerful marketing tool. We use it to add digital intelligence to print communication. It has dramatically increased our direct mail conversion rate."

Ansgar Schneider,
Head of Input/Output Management

RICOH
imagine. change.

“Ricoh provided a highly effective off-the-peg solution. We did consider outsourcing to an external agency but implementing MarketDirect Cross Media allowed us to keep the marketing and print processes in-house.”

Ansgar Schneider,
Head of Input/Output Management

Barmenia-Allee 1

Flexible template-driven application

Ricoh's solution is based on EFI's MarketDirect Cross Media application. Using the flexible template-driven application, Barmenia is able to quickly create bespoke content-rich direct mail and web content. The printed letters incorporate QR codes that enable prospective clients to link directly to their personalised web offers.

Direct mail is still the main business driver. The branded print communication, mailed to prospects by the trusted insurance provider, generates a high level of interest. The letters are timed to coincide with known insurance renewal dates and invite new and existing clients to upgrade their existing policies and consider new insurance products.

Dramatic increase in business

Implementing cross media marketing has led to a dramatic and sustained increase in Barmenia's business. Nearly 25% of new business is now generated via direct marketing. Barmenia's own metrics show that the company has doubled its direct mail conversion rate since transitioning from print to print AND digital communication channels.

Just as importantly, the digital response mechanism facilitated by the web link has automated the order process, enabling the insurer to respond more quickly to customer orders. What is more, eliminating the need for manual data entry has significantly reduced administrative costs, improving profitability.