



Powered by Generali

CASE STUDY

How Iris' Partner Marketing Can Work for You

The Company

Our partner is a **leading affinity solutions provider & marketer managing over 100 groups**. They carefully and strategically choose benefits that will add value and grow program participation for their clients.

The Background

The frequency of data breaches, scams, and cyberattacks has increased the likelihood of a fraud incident for consumers, rendering identity theft resolution services no longer just a "nice-to-have." Thus, our partner made the savvy decision to include identity theft resolution services in their growing portfolio of products and services.

Understanding that identity theft is a particularly personal and intrusive crime, they knew it was essential to have restoration services that quickly resolve the issue and do so with empathy and care. That's what drew the affinity marketer to Iris® Powered by Generali (Iris), an award-winning global identity & cyber protection provider offering 24/7 multilingual resolution experts, in 2018. But it wasn't just the quality of our service that attracted our partner to us; they were also drawn to the focus we place on helping to market our partners' identity protection solution to their members.

The Marketing Campaign

Our partner came to their dedicated Partner Marketing Manager with an idea to attract more enrollments for their identity protection program. The collaborative campaign that came to be was effective and powerful.

Traditionally, our partner uses a combination of direct mail and email to market to their members. With their members skewing toward an older demographic, this strategy works well. However, **they were looking to push the limits with a new digital marketing campaign to increase enrollment.** They started with one of their long-standing affinity organizations, for whom they developed a benefits program. Because of their steady responsiveness to marketing, their relatively new exposure to the product and creative, and a significant email list available, our partner felt that this membership organization was a good match to do some testing and gain learning.





The Details

For the test campaign, we marketed to a list of roughly 300,000 email addresses. The multi-touch email strategy consisted of:

Three emails (which we'll call A, B, and C) – each with a different subject line and copy for A/B testing, but all linking to the same landing page. Emails A and B had two versions: "Control" and "Test" (Test contained new, experimental creative). Email C would only be sent if the Test outperformed the Control in both of the other emails.

Email A was distributed, and email B was sent three days later. The Test did outperform the Control in both A and B emails, resulting in email C being sent out one week after the first email was distributed.

The emails focused on how traumatic it would be to have your identity stolen. The tone was similar in the Test, but the message increased in urgency with each email, allowing for three touch points to reinforce the significance. The Test emails also highlighted how fraudsters could steal identities, the benefits of having ID Resolve, and statistics to help reinforce the messaging.

The Result

The Test open rates were consistently higher than previous results, and **we more than doubled our anticipated number of enrollments from the campaign** – with 45% coming from the C effort! The multi-touch campaign allowed us to increase our chances of members opening the email and enrolling.

The results were so compelling that we nominated the campaign to the Golden Bridge Business & Innovation Awards in 2022 under the following categories:

1. **Marketing Campaign of the Year – Specialty | Customer Marketing**
2. **Marketing Campaign of the Year – Specialty | Engaged Community**

We won gold in both! As partners, we couldn't be happier. Results (and wins) like this show how powerful marketing can be, particularly when two like-minded organizations collaborate together.



About Iris® Powered by Generali

Iris® Powered by Generali is a B2B2C global identity and cyber protection company owned by the 190-year-old multinational insurance company, Generali, offering always-available identity resolution experts (yes, real people available 24/7/365) and tech-forward solutions that uncomplicate the protection process. We opened our first Washington, DC office in 1982 with a simple mission, bringing customers from distress to relief – anytime, anywhere – and went on to become one of the very first identity theft resolution providers in the U.S. in 2004. Today, understanding that victimization has no geographical boundaries, we've got a solution no matter what your customers' coordinates are.

For more information contact irismarketing@irisidentityprotection.com or visit IrisIdentityProtection.com.