



EMI DIRECT MAIL PROGRAM

Frequently Asked Questions about the Direct Mail Lead Program

- **Is this a Cost Per Lead (CPL) or Cost Per Mail (CPM) program?**

We charge on a Cost Per Mail basis.

- **What is the typical response rate?**

Response rates are affected by several things including the card choice, geographical area, weather, holidays, etc. Rates can be higher or lower, but generally speaking, response rates run around 1.5%.

- **Describe what you do to ensure I'm getting the best possible response rate**

We constantly analyze response rates and test the mailers and envelopes to try and boost response rates. We also run model data to determine what audiences respond better than others. In addition, we keep a Do Not Mail list and suppress that data from every order. All of these extra steps work in tandem to improve response rates. Mailing consistently will allow us to analyze your responders and non-responders to get the best possible future response rates. This is not a spray and pray operation. We work hard to give you the best response rates because we want a long-term partnership versus a transactional relationship.

- **What is my commitment to the program?**

There is no contract for the lead program. Once an order is placed, you are responsible for payment for that order. You can order at any time you choose. If you set up a recurring order, it is your responsibility to stop that order via written (email) request. You are financially responsible for all orders processed on that recurring order until such time that you terminate that order.

Payment is due when your Lead Order is confirmed. We will automatically charge your credit card on file for each order, unless other arrangements have been made.

- **What are my payment options?**

You are responsible for payment at the time you submit your Lead Order(s). Life Professionals accepts MasterCard, VISA, Discover and AmEx. You may also set up auto billing on your credit card for recurring orders.

- **How long until I receive lead responses?**

After you are contracted (which could take up to 2-3 weeks), it typically takes 2-3 weeks after mail drops for lead responses to be available. A mail drop is considered mature at 6-8 weeks; however, leads may trickle in beyond that time. Weekly or monthly mailings work best to maintain a consistent lead flow.

▪ **How and when are leads delivered?**

Leads are scanned 3 days per week and placed in Dropbox, which is a portal you can log into and pick up your CSV of lead data, as well as individual JPEGs of corresponding lead cards.

▪ **Do you have a lead management system?**

One is currently being created.

▪ **Are the leads exclusive?**

Leads are produced exclusively for the client for whom the data is mailed. Leads are not resold and are exclusive property of the client. You will receive all leads generated for your specific mailing. You may choose to resell or distribute them within your group, but they are exclusive to the ordering party.

▪ **What is the cost of mailers per thousand pieces?**

Final Expense Direct Mail Pricing for Executive Marketing Insurers' producers is \$440 per Thousand.

▪ **What does the lead card look like?**

We have a standard lead card that we think produces the best response. A copy appears below. We change the look of the mailer frequently to try to get a lift, but the basic language typically remains the same.

**2019 BENEFIT INFORMATION
FOR INDIANA RESIDENTS**

You may qualify for a state-regulated program to pay for your final expenses.

It is important to know how to qualify for this benefit available to you. This life insurance benefit will pay for 100% of all your funeral and final expenses, up to \$35,000. This payment is tax-free for INDIANA residents.

You are entitled to receive no-cost information as a resident of INDIANA. IMPORTANT - Complete and return this postage-paid card within 5 days!

Name _____
Home Address _____
(street address, no PO boxes, please)
Phone (____) _____
Age _____ Spouse's Age _____
Spouse's Name _____

Not affiliated with or endorsed by any government agency.

FIX01

▪ **Can agencies work directly with the lead provider?**

All lead orders are to be submitted to Executive Marketing Insurers for processing. As leads become available for use, they will be sent directly to the ordering agent or IMO.

▪ **How long does it take to get started?**

Once you are properly contracted, we can drop the first mailing 5-7 days from getting your initial order. For additional/repeat orders, mail is dropped within 3-5 days.

- **Can recurring orders be set up?**

Yes. Recurring orders are set up in writing, indicating the geo bank/territories for the order, the priority order of the territory, the quantity of leads needed, and the duration of the mailings. You can indicate whether or not your order is a recurring or one-time order on the order form.

- **Do I order a mail quantity, or do I request a quantity of leads?**

Orders are based on mail quantity (per thousand pieces)

- **How are orders tracked?**

Each mailing will have a unique project number. Project numbers represent each unique envelope, card, agency and agent. We provide a weekly rolling drop report showing the project number, territory, drop quantity, weeks mature, and leads delivered to date.

- **What demographics are used for ordering mail?**

You may choose the age and income group to mail from the models below:

Option A - Age: 50-83 Income: \$ 0 - \$50,000

Option B - Age: 50-83 Income: \$15,000 - \$50,000

Option C - Age: 55-83 Income: \$ 0 - \$50,000

Option D - Age: 55-83 Income: \$15,000 - \$50,000

- **How do I indicate my geography on an order?**

Typically, you should order by county. You can order by county and exclude particular zip codes. Or you can order by zip code if you choose.

More questions?

Please contact the person who told you about this program, visit www.emimktg.com or contact EMI at:

info@emimktg.com

1-800-468-1640