

MetLife Cross Sell DM Test

Challenges:

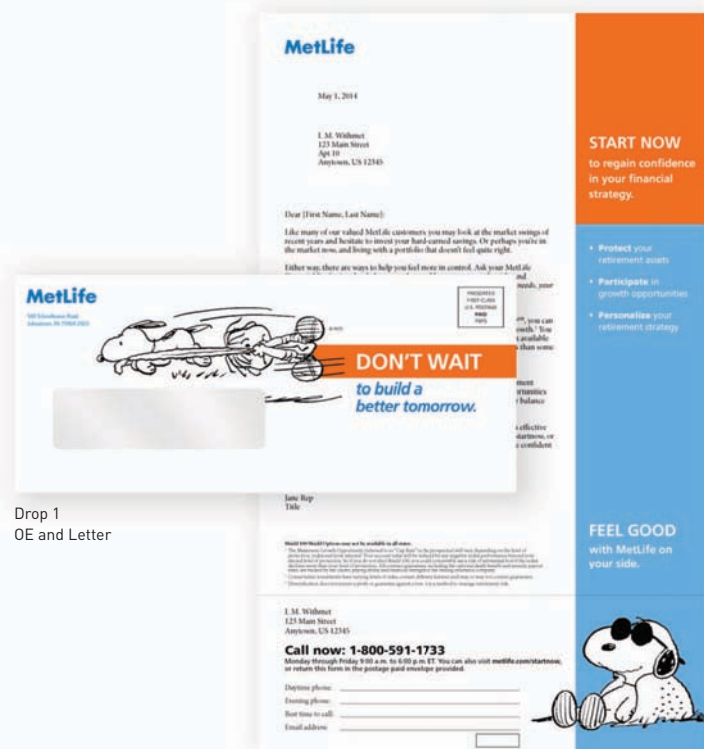
Existing MetLife clients are not aware of its full range of retirement and investment products

Need to motivate current clients to schedule an appointment for a relationship review

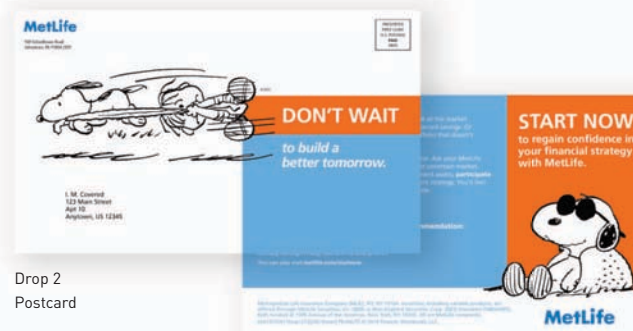
Solutions:

MKP created a 3-touch DM program testing several variables, including creative execution, product offer and format

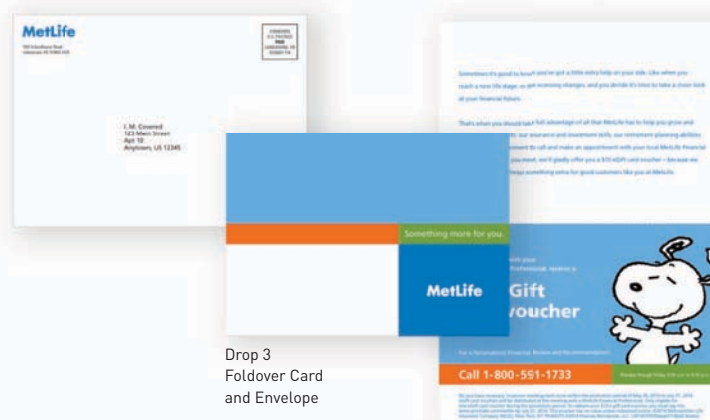
Multiple touches provided a lift in response over previous one-drop programs



Drop 1
OE and Letter



Drop 2
Postcard



Drop 3
Foldover Card
and Envelope