

Join the Club

How CAA Atlantic is Acquiring New Members—and Keeping Them



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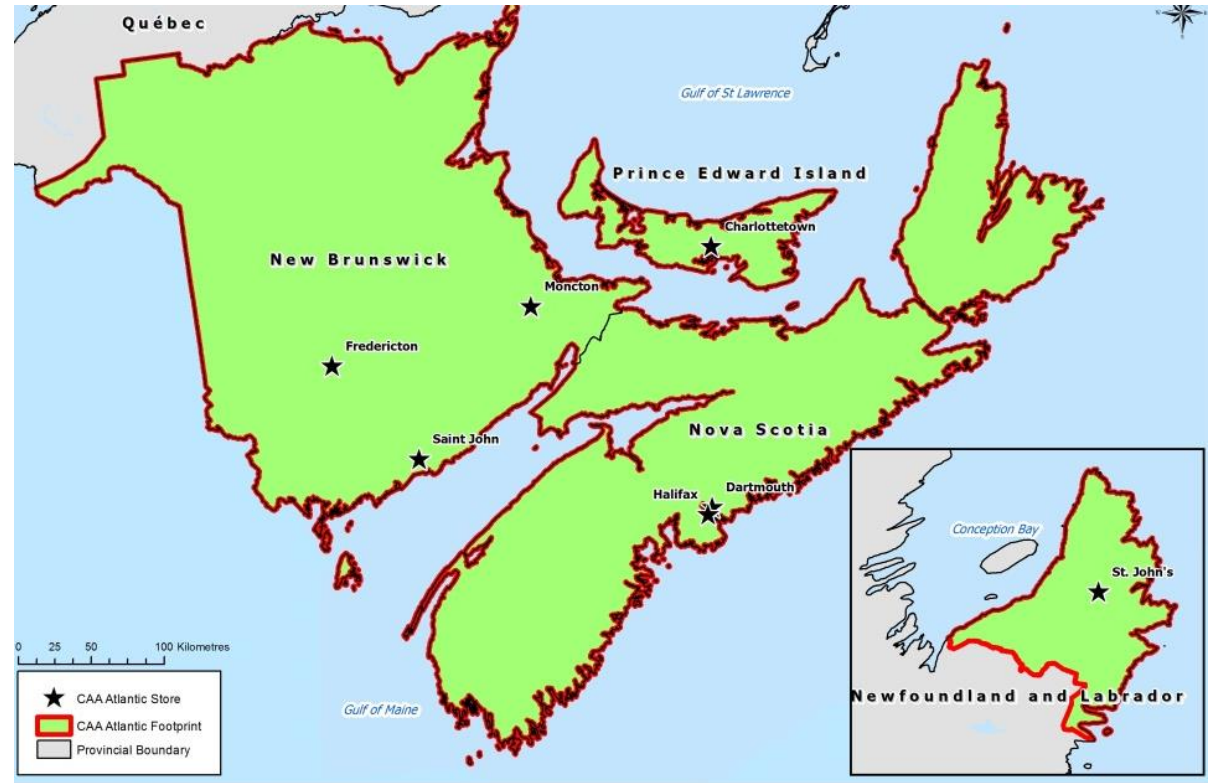
CAA Atlantic

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Over 142,000 Members Located Throughout the Maritime Provinces and St. John's, NL

1 in 5 are
CAA Members

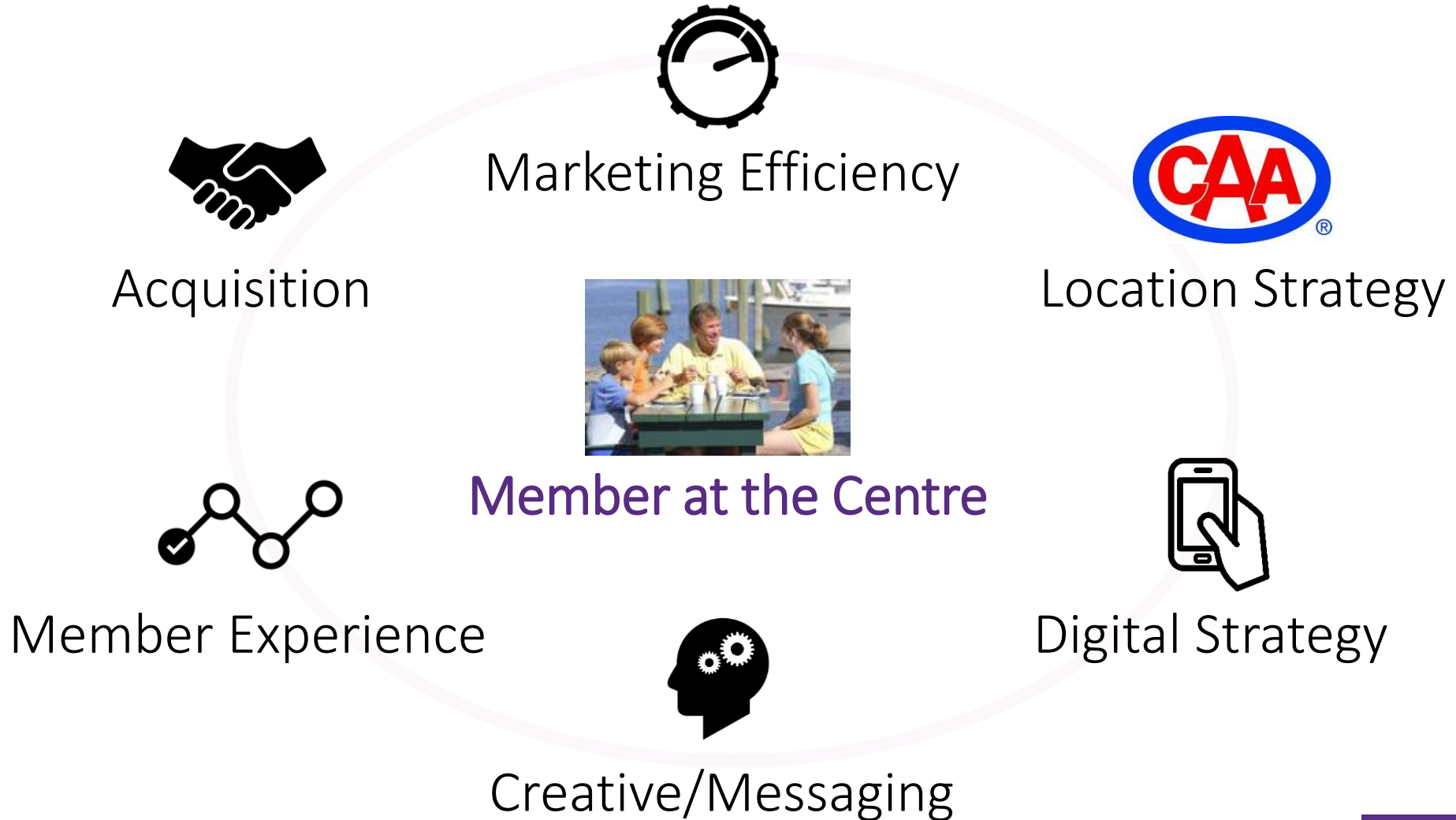




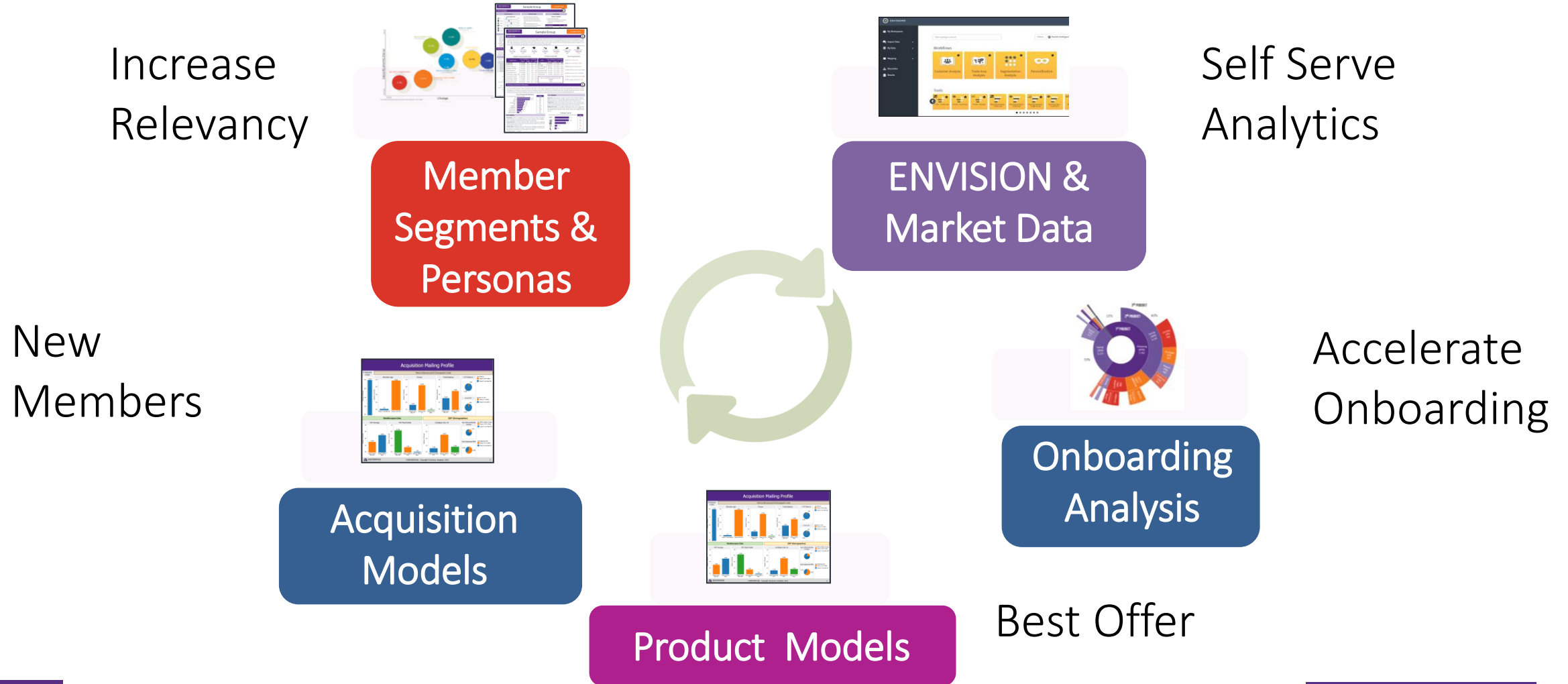
Rewards | Insurance | Travel | Roadside | Advocacy



Goals and Objectives



EA Tools and Services = Our Goals



Not All 142,000 Members are the Same

PRIZM5 Based Custom Segments are at the Heart of CAA Atlantic

Five Diamond Families



- Well-off established families with children of all ages

Young Upward Mobility



- Upscale, young and educated singles and couples

Country Seniors



- Retired couples & empty-nesters living in rural areas

Suburban Families



- Middle-aged, educated families with kids at home

Comfortable Retirees

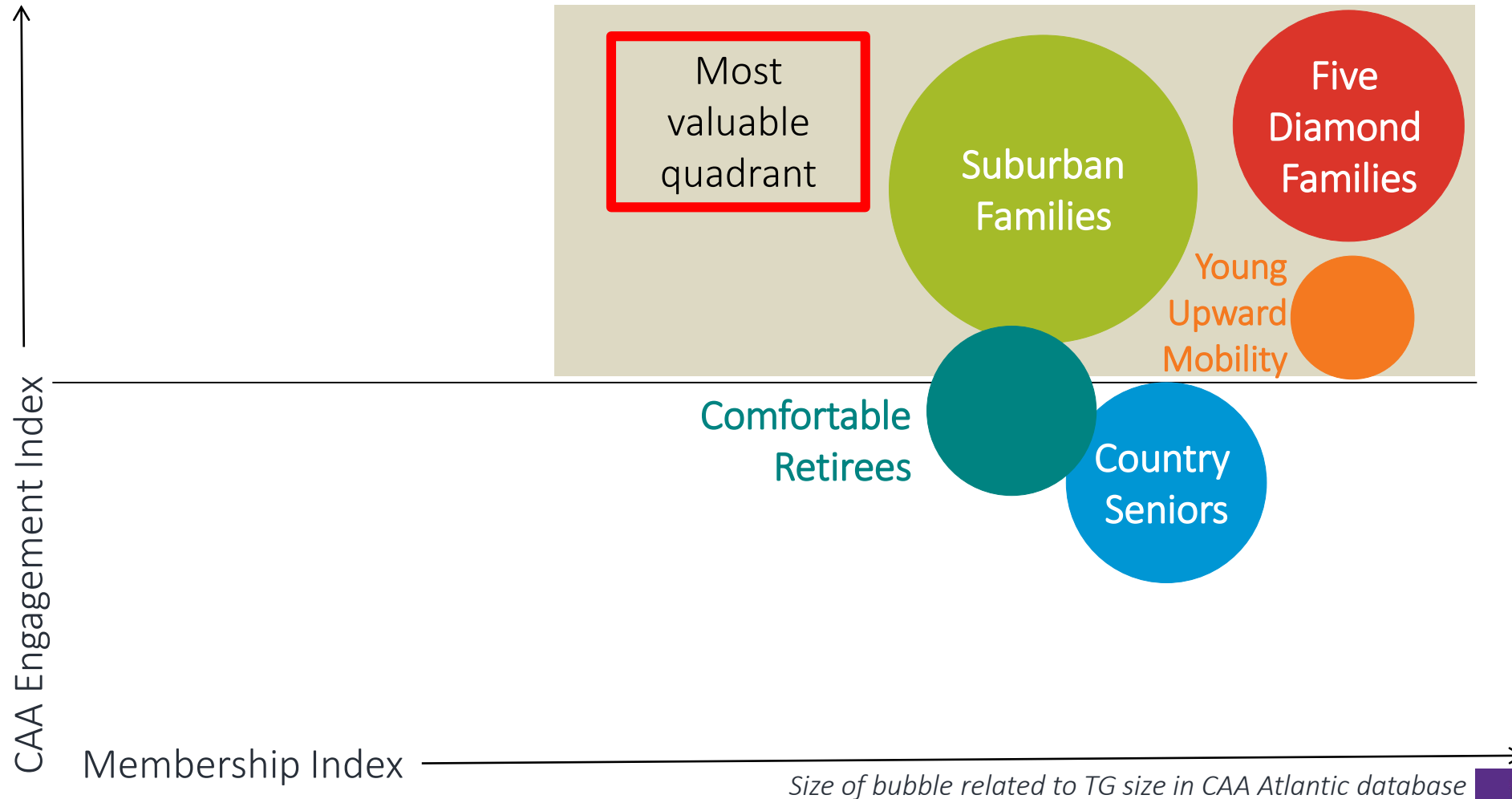


- Older couples living in larger cities

Powered by PRIZM5



Measure and Learn from Everything



Our Recent Focus...Net Membership Growth

Acquire New Members...

- Increase target audience reach through a sustainable program with consistently high response rates

...And Keep Them

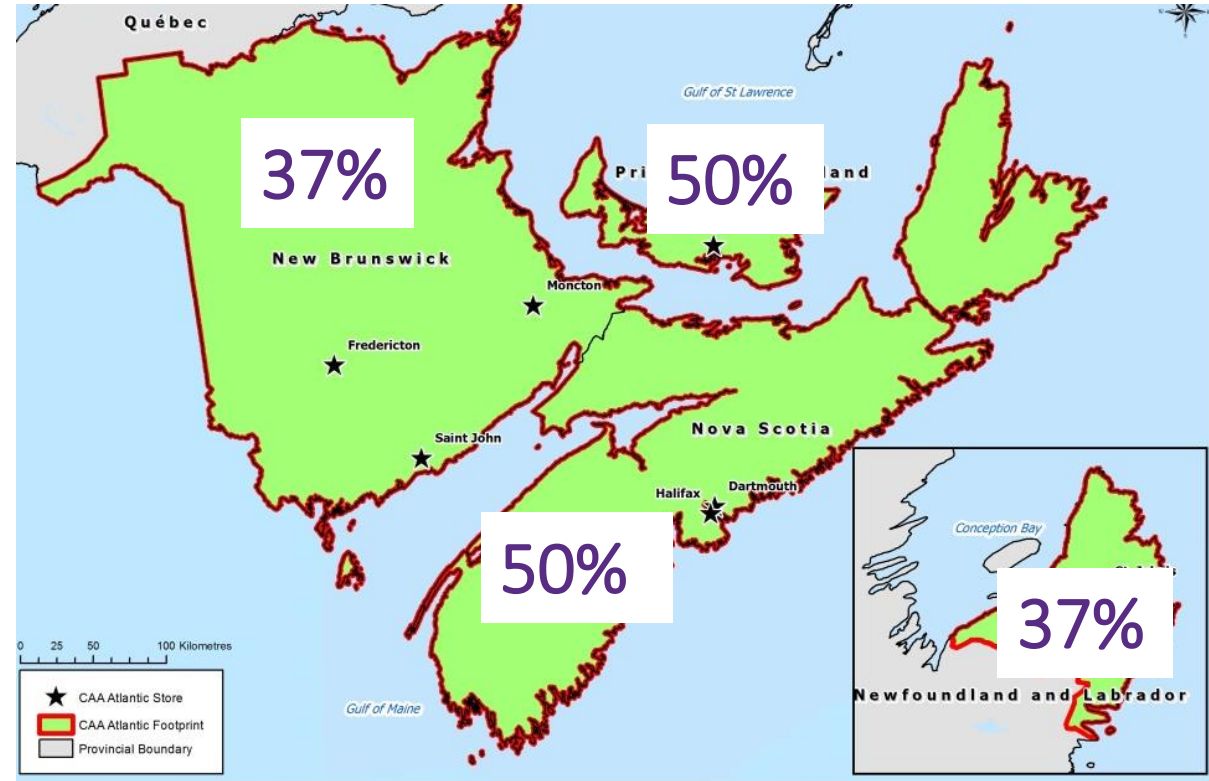
- Develop an effective onboarding program that quickly engages new members and increases retention rates

43% Gap in Available Households Through Traditional List Sources

30% of these households are our target audience for member acquisition

Objective: close the market gap and reach the full target audience

Provincial Gap



Optimized Channel Mix to Close Market Gap

Location

Outdoor placement,
in-location digital assets
and geo-fencing

Digital

Online, social media
and mobile experiences



Mass Media

Media buying,
placement, branding

One-to-One Communications

Leads and triggers are
designed and deployed 1:1
via direct mail, email and
telemarketing channels

One-to-One Campaigns: Expand Channels

Direct Mail:

Vertical Lists

- Fewer high quality vertical lists available over time

CleanList ResponseCanada
Consumer File

- Broadest coverage available through compiled lists
-

Canada Post - Postal Code Mail:

NEW

- Full market coverage
 - Highly targetable through Environics Analytics' models
 - Ability to exclude members, deselecteds and households available through other list sources
-

Outbound Telemarketing:

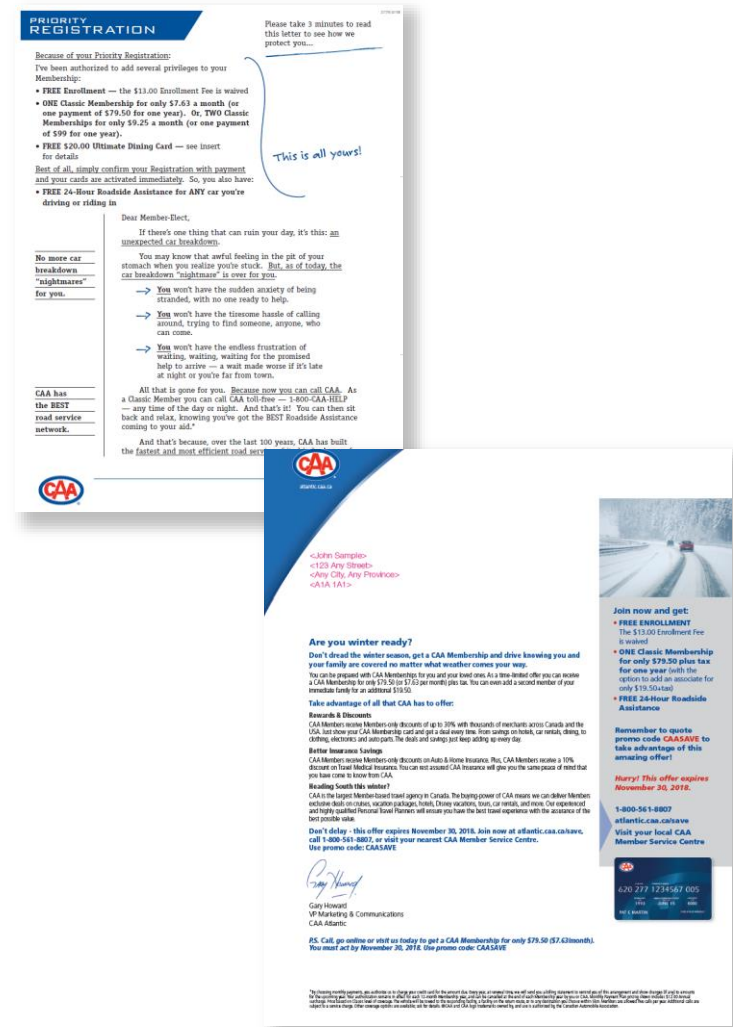
- CleanList ResponseCanada Consumer File

Customized for the Channel

Primary Campaigns

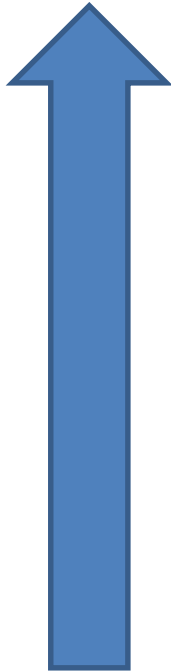
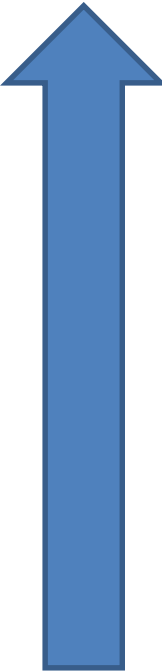
Secondary Campaigns

Postal Code Mail

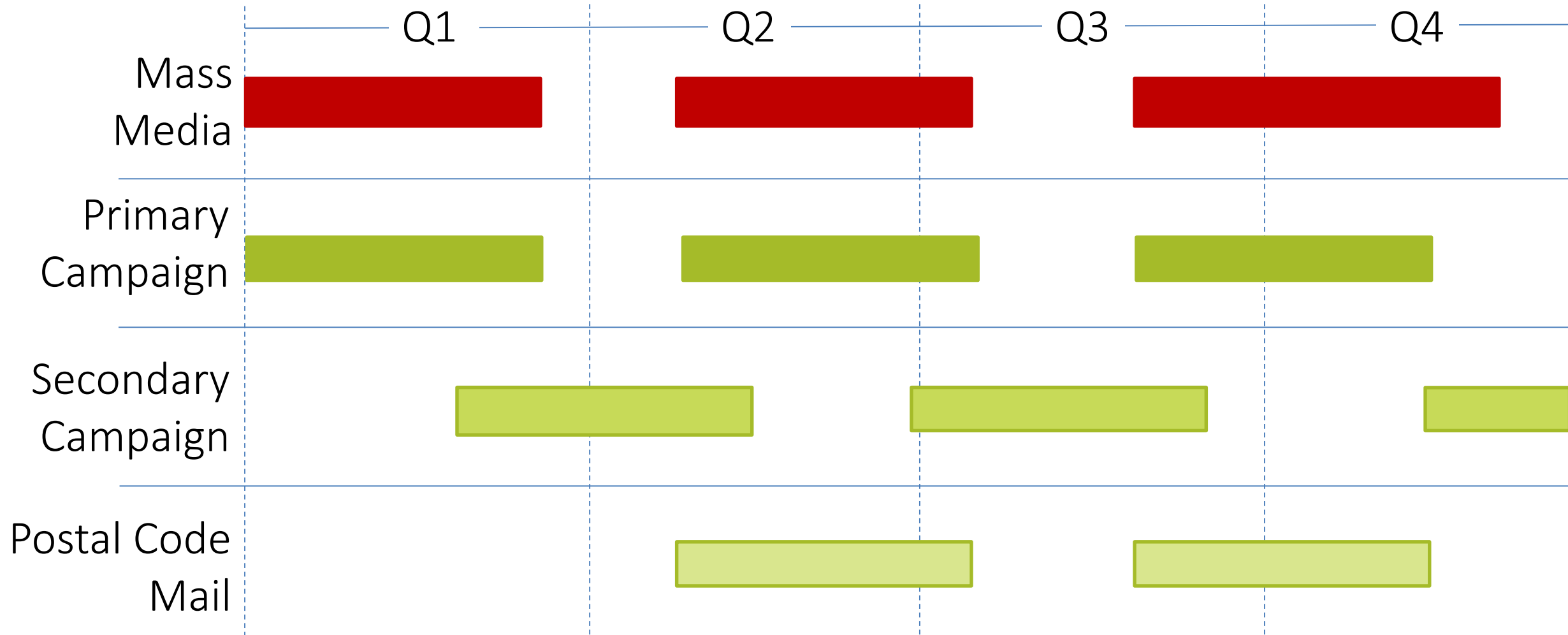


Level of Investment

Response Rates



We Are Always in the Market



The Tools – It All Starts with Custom Segments

MASS MEDIA



Lead Positioning and Messaging

ENVISION5

Personas

Custom Segments

List Source

Acquisition Models

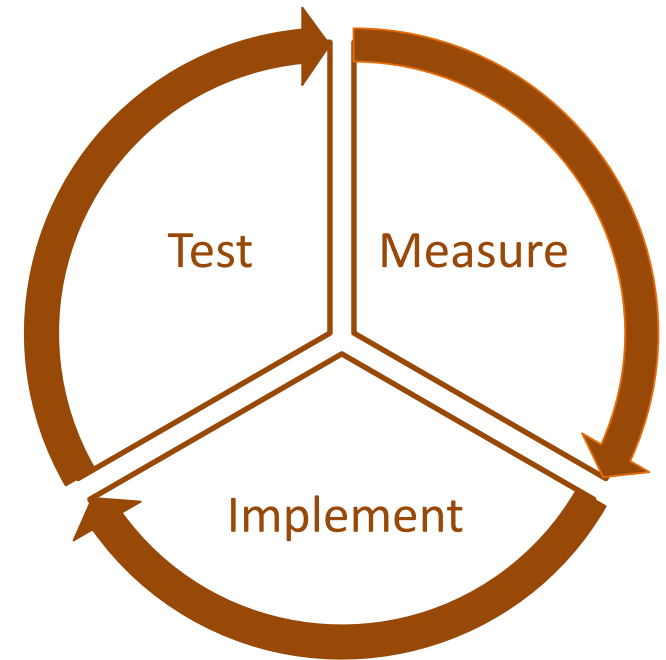
Recency and Frequency of Contact

Creative and Message Testing

ONE TO ONE

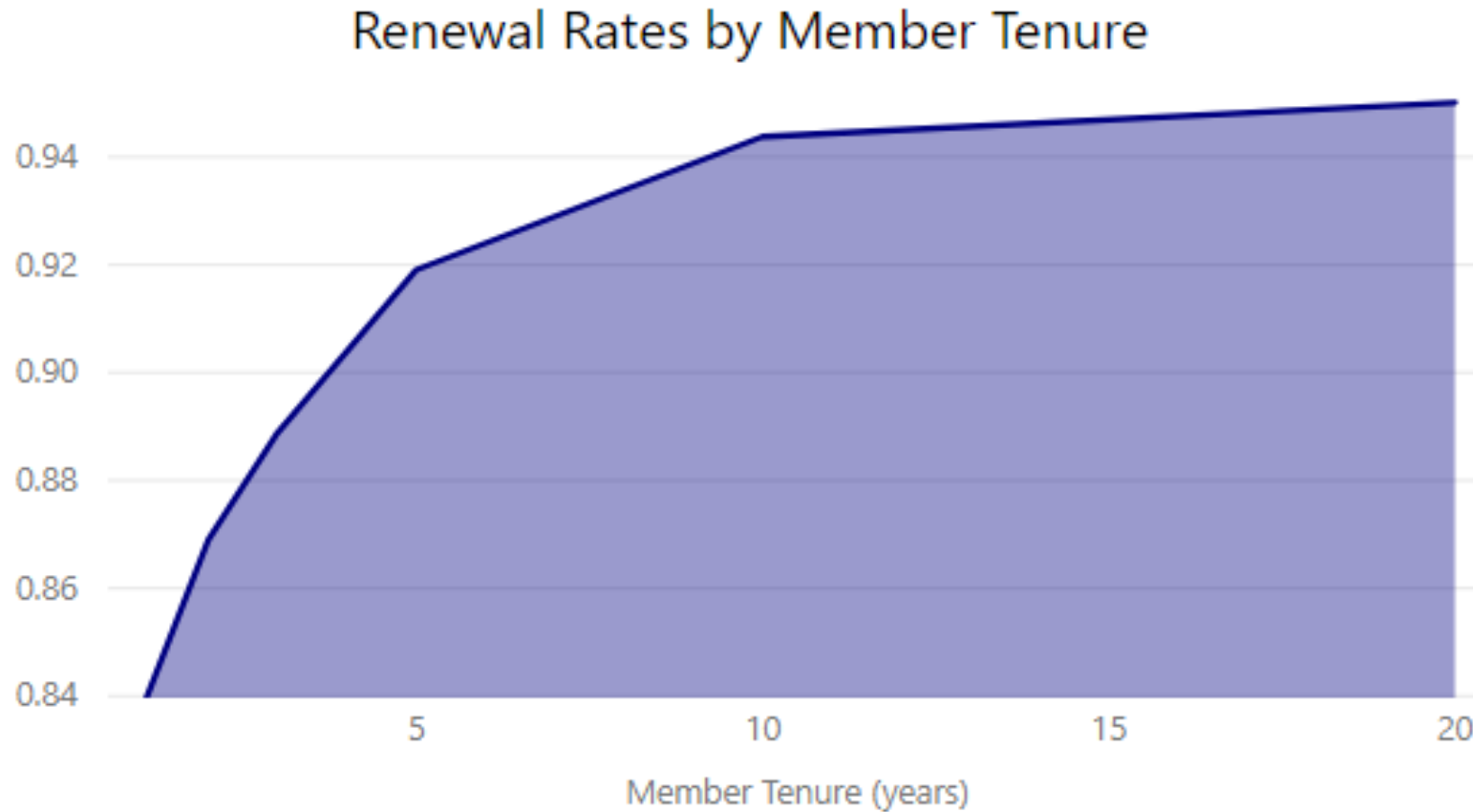


Iterative approach to developing a sustainable, high performing program



Membership Growth

Engaging & Keeping New Members is Key



Focus on Improving New Member Onboarding

We are here...

Insights & Opportunities

Analyze new member behaviour at different stages of onboarding

Create baseline measures

Strategic Groups for Onboarding Program

Review workshop results and identify strategic focus groups to prioritize opportunities

Strategy Development & Implementation

Assess opportunities for impact, complexity and resources

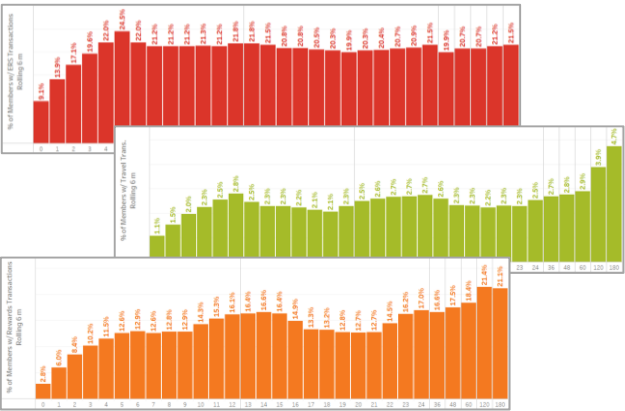
Develop tactical and implementation plan

Develop data/measurement plan

Understanding Member Onboarding

Engagement Rates by CAA Services

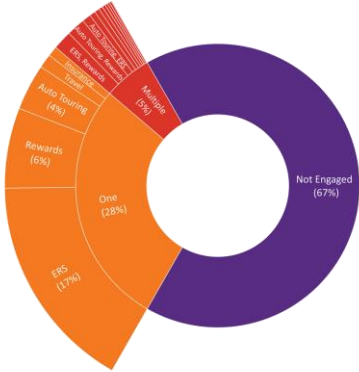
Monthly Over Two Years



What services are new members engaged in and how quickly?

Service Combinations

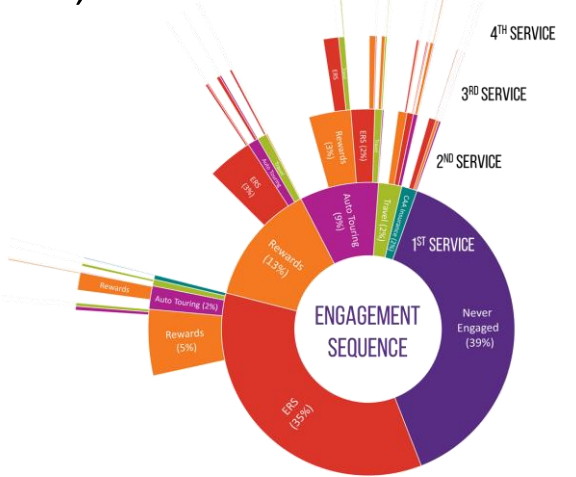
At Stages of Onboarding



What are the most likely service combinations?

Engagement Sequence

1st, 2nd and 3rd Service



How do new members onboard through services?

Profile Engaged and Disengaged Member Groups for Insights

Highlights from the Analysis

Create a virtual presence

- Engage members that live far away from a CAA Atlantic location

Drive members online

- Increase communication to the two-thirds of members that do not have an online account

Engage early

- New members are more likely to engage in the first few month of joining

Changing the Way We Talk to New Members

- Prioritize reward offers
- Focus on getting new Members set up with online accounts
- Change the order in which Members are introduced to our business lines
- Adjust content in the New Member Welcome Kit

Key Takeaways



Member Centric Organization:

- Leverage Environics Analytics throughout the organization to optimize insights that allow us to grow all product lines

Member Acquisition Program:

- Targeting techniques with alternative lists and channels has allowed us to build a sustainable, high performing member acquisition program

New Member Engagement:

- Onboarding analysis has allowed us to identify opportunities to improve new member relationships at this critical stage of engagement

Questions?



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