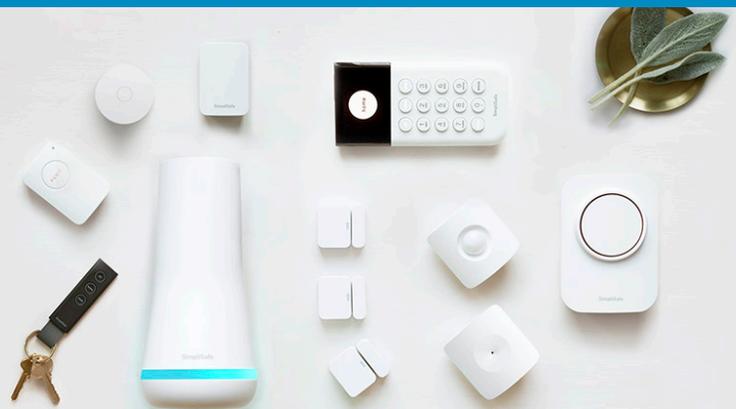


# SimpliSafe™

## Affinity Member Association Case Study



### Overview

Partner B is part of one of the largest member associations in the US and is known for offering its Members exceptional customer service, roadside assistance and great discounts. In an effort to expand product offerings, increase customer engagement and demonstrate enhanced member value, Partner B teamed up with SimpliSafe to offer Members exclusive discounts on SimpliSafe Home Security to ensure Members had peace of mind on the road and at home.

### Tactics Deployed

SimpliSafe funded exclusive discounts for Members who purchased a new SimpliSafe system. SimpliSafe developed a custom, co-branded e-commerce experience for Partner B's Members to learn about and purchase SimpliSafe. Partner B collaborated with SimpliSafe to design an integrated marketing campaign during a key period of the year around the holidays that promoted the SimpliSafe member offer across digital, print and direct mail channels that SimpliSafe fully funded.

#### OBJECTIVES

- Drive increased value for Partner B's Members
- Expand discount offerings for Partner B

#### SIMPLISAFE'S EFFORTS

- Invested in Partner B's media channels (print, email) & full funded direct mail campaign
- Developed dedicated, co-branded e-commerce experience
- Funded Exclusive offers for Partner B's Members

#### PARTNER A CONTRIBUTION

- Marketing support
- Hosted SimpliSafe offer on website

### Results

Partner B sent out a dedicated email on SimpliSafe's behalf which yielded a conversion rate that exceeded benchmarks by over 200%. This success illustrated the high level of engagement that Partner B's Members had with SimpliSafe's product offering and with Partner B's communication channels.

SimpliSafe's direct mail campaign to Partner B's members resulted in one of SimpliSafe's highest conversion rates in the direct mail channel, converting at almost doubled the benchmark. Overall Partner B Members saved over \$50,000 in total just from the first 4 months of the partnership.

# 200% ↑

increase in conversion rate  
from Partner B's email

# \$50K

in Member savings in  
just 4 months