

# Case Study: Ameriprise Auto & Home Insurance Direct Mail Test

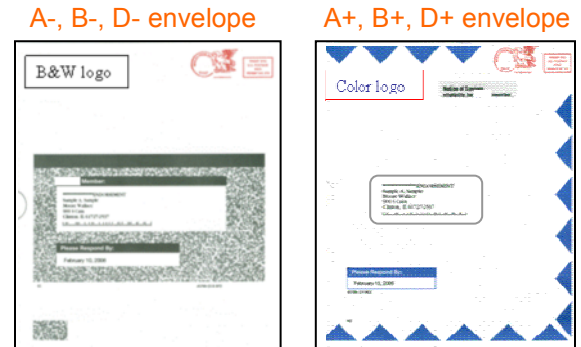


Presented October 16, 2006 at the DMA06 conference in the session:  
**Multivariable Testing: Secrets of Success from Conde Nast and Ameriprise**

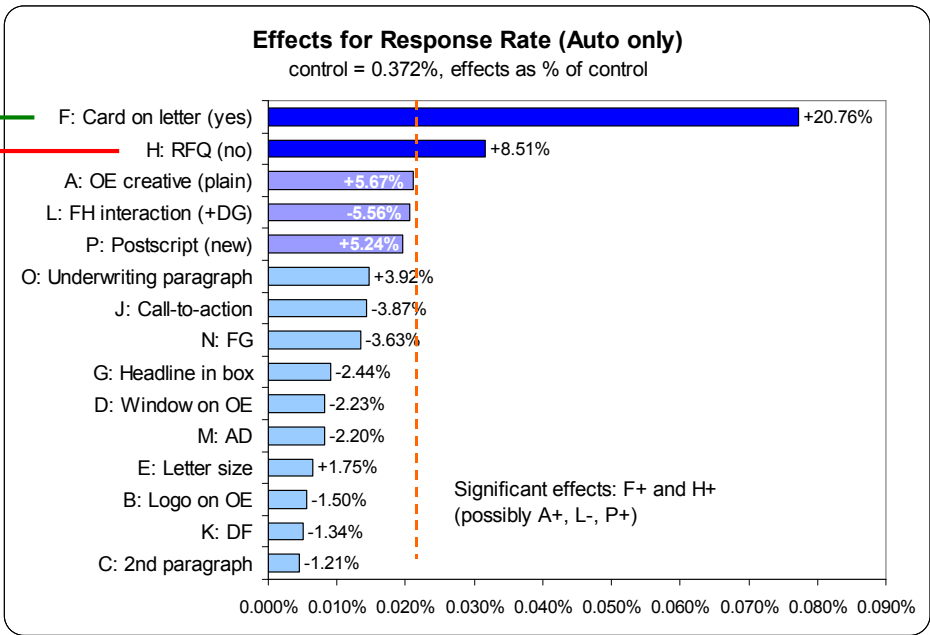
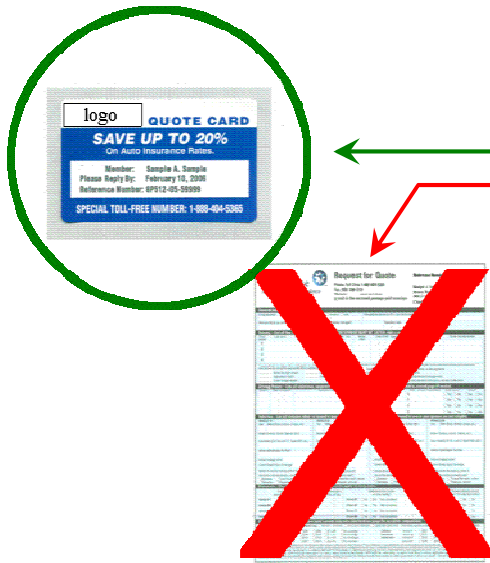
Define 11 test elements (and interactions)

Execute the test (2 of 16 packages)

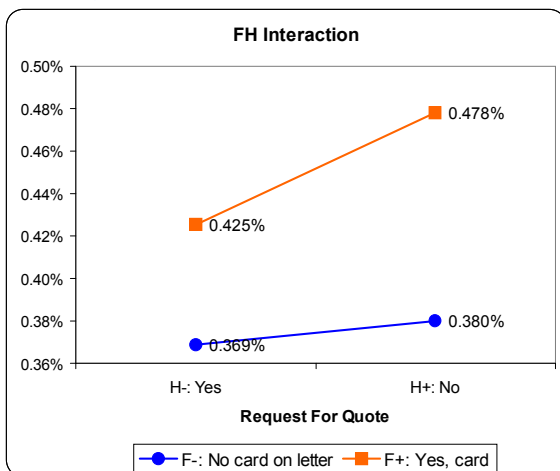
Test Element	(-) Control	(+) New idea
A OE creative	Control	Plain OE
B Logo on OE	B&W	Color
C 2nd paragraph	Control	Shorter
D Window on OE	No	Yes
E Letter size	Short	RFQ-size folded
F Card on letter	No	Yes
G Headline in box	Notice of savings	Call now
H RFQ	Yes	No
J Call-to-action	Control	New
K DF		
L DG+FH		
M AD		
N FG		
O Underwriting paragraph	Control	Remove
P Postscript	Control	Join more than 150k



Analyze Main Effects



Analyze Interactions



### Test Results

- Tested 11 creative elements in one test
- Analyzed 2,048 possible combinations
- Increased response 82.6%
- Reduced sample size > 6.7 million
- Analyzed interactions (impossible to see with split-run tests)