

Generating incremental sales online

If you thought that barter only worked for manufacturers or service industries then think again.

We were able to generate incremental sales for this online insurance company by selling their policies to our clients at a large discount. The insurance company was still paid full price for the policies however, all they did was supply us with a promotional code that was used by our clients when they bought the policies online.

How did it work for the client

- We bartered a poster campaign which enabled us to create a margin on the cost of the media.
- This margin enabled us buy a quantity of insurance policies at full price and sell on to our clients at a 40% discount. The client was still paid full price for the policies.
- The agency still planned and bought the campaign and the quality and cost was exactly the same as it would be without our involvement.
- All the insurance company needed to do was supply us with a promotional code. The new clients bought the insurance via their internet site using the promotional code.
- The clients still paid full price for the policy, we then refunded 40% of the cost within 90 days.

Key Benefits

Incremental sales (up to 30% increase)

Virtually no changes to systems

Guaranteed return on investment

Other clients suitable for this type of deal:

Any online retailer

- Flights
- Hotels
- Insurance
- Clothing
- Jewellery
- Computers
- Books
- Music

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