

What is THRIVE?

It's simple! THRIVE is a direct mail offer designed to guarantee minimum results and is available exclusively through Strategic Marketing. THRIVE guarantees a minimum response rate of 1.5%.

How does THRIVE work?

Mailing Minimums

The minimum is usually 1,000 to 1,500 per mailing.

Cost

The cost is roughly 50 cents per mailer and there may be a setup charge. As an example, if your first order is 1,000 mailers – the total would be \$500, plus a one-time \$25 set up charge; for a total cost of \$525.

Pre-Approved Mailer Options

Pre-approved mailers are available through national mailhouses.

Minimum Guaranteed Response

As a participant in THRIVE, you will enjoy a guaranteed response rate of at least 1.5%.

Mailing Demographics

Ages 58 – 78, Income of \$40,000+, Investable Assets of \$75,000+. These demographics can be customized for your area.

What happens if the minimum 1.5% response rate isn't met?

If on the 80th day following the mailer order date, the mailing has not provided a response rate of at least 1.5%, additional mailers will be mailed to make up the shortage – at no cost to you. With cutbacks on the US postal service, it takes a full 80 days for a mailing to run its course.

How do I receive my leads?

As your leads are received at the processing center, the lead cards will be scanned and emailed to you daily.

What if other producers are mailing in my area?

We will always ensure that you are aware of any mailings that have happened in your area. Mailing zip codes are protected for 90 days, which makes this a first come first served program.

How can I do my entire mailing for free?

Through Strategic Marketing's Real Choice agent reward program, you can qualify for marketing reimbursement points to use toward THRIVE! So not only will American Financial guarantee your results, you can qualify for 100% reimbursement of all your direct mail!

How do I get started?

After contracting with one of our core carriers, you simply chat with one of our in-house marketing specialists to get the program kicked-off.

Call now to lock in the opportunity for a guaranteed 1.5% response rate.

Registered representatives must submit mailers to their Broker/Dealer for approval.

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