

FuseBox One Drives Significant Returns for Users

We live in a day when there is a digital tool for seemingly everything. However, gauging the effectiveness of those tools is more than a little difficult and often impossible without access to proprietary information that platform developers usually do not share. This makes it more challenging to choose the most effective tools to help you build your business.

FuseBox One delivers an industry-leading, all-in-one solution that not only moves the needle on your KPIs but offers significant ROI. And we've got the numbers to prove it.

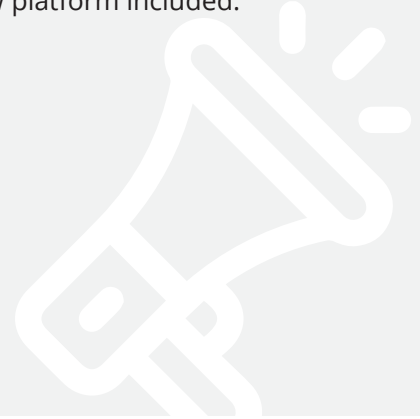




Marketing Toolkit

FuseBox One's [Marketing Management Platform](#) performed incredibly well in recent studies. Farm Bureau Financial Services was struggling with its previous marketing toolkit, which only 34% of the company's salesforce was using. Driving sales programs and incentives was next to impossible. One-to-one communication was also not possible, which greatly limited personalization. FuseBox One developed and implemented a new Marketing Management Platform that allowed agents simpler ways to locate assets and personalize content. The immediate upshot was an 89% increase in user rate. Other important gains from the new platform included:

- **New PC Accounts:** 49% higher than non-users
- **Life Applications:** 100% higher than non-users
- **Qualified UARs:** 43% higher than non-users
- **PC Quotes:** 58% higher than non-users
- **Life Production Credit:** 44% higher than non-users



Consumer Prospecting

Consumer prospecting tools allow organizations to identify potential leads and begin moving them through the sales funnel. Prior to working with FuseBox One, Farm Bureau's ability to send prospecting mail that supported recipient tracking was next to nonexistent. After partnering with FuseBox One, they were able to centralize a new sales enablement program with robust personalization capabilities that, including in-depth tracking and reporting. FuseBox One's customer prospecting tools delivered other substantial results for users. The Farm Bureau Financial Services study found the following:

- **New PC Accounts:** 15% higher than non-users
- **Life Applications:** 9% higher than non-users
- **Qualified UARs:** 3% higher than non-users
- **PC Quotes:** 12% higher than non-users





Keeping in Touch Kit

New leads require multiple touchpoints simply to move down the funnel, much less convert into a sale and remain a customer. Farm Bureau Financial Services struggled with communication at each point, though, and had no vehicle to manage enrollment. Using the Marketing Management Platform as the primary means of achieving opt-in into the program allowed the creation of the Keeping in Touch Kits (KITS) direct mail program. Farm Bureau's agents who used the program achieved a markedly higher ROI. FuseBox One's tools offered higher averages across all metrics in the Farm Bureau Financial Services study:

- **New PC Accounts:** 16% higher than non-users
- **Life Applications:** 15% higher than non-users
- **Qualified UARs:** 7% higher than non-users **PC**
- **Quotes:** 8% higher than non-users



CRM Usage Supporting Direct Mail

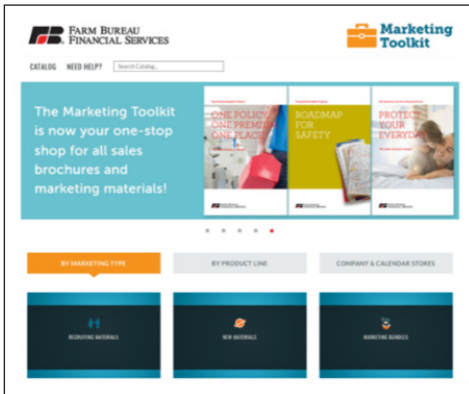
A great deal of focus is placed on digital communications today, and rightly so. However, physical mail should not be ignored. The problem is that many marketing tools today are designed strictly for digital marketing through email and similar online channels. Direct mail remains one of the most powerful, immediate ways to reach a target audience. Farm Bureau's initial marketing toolkit did not integrate with the company's CRM, creating a major disconnect. FuseBox One's Marketing Management Platform changed all that by creating a vehicle that allowed each sales agent to use custom-selected data from the CRM and initiate one-to-one communication on the fly. FuseBox One's CRM offers built-in direct mail support, tracking, and other capabilities to help users do more with less effort and achieve a better return on their investment. In the Farm Bureau Financial Services study, the following stood out:

- **New PC Accounts:** 69% higher than non-users
- **Life Applications:** 106% higher than non-users
- **Qualified UARs:** 93% higher than non-users
- **PC Quotes:** 111% higher than non-users
- **Life Production Credit:** 47% higher than non-users



FuseBox One:

An All-in-One Solution for Business Success



FuseBox One has been a valuable resource for Farm Bureau for over 15 years. Their expertise in developing and maintaining our Marketing Toolkit website, coupled with their knowledge of print-on-demand technology and commitment to meeting deadlines sets them apart from the competition.

David M | Farm Bureau Financial Services

The right tools are critical to the success of your business. Manual processes are slow, expensive, and filled with errors. FuseBox One offers an entire toolbox of solutions designed for modern businesses to drive interest in their products or services. Create unique, original content, distribute it, and manage your efforts across multiple platforms.

In addition to email, social media, list acquisition, and product tools, the marketing management platform also surfaces essential insights about each project to inform decision-making processes, integration with Google Maps, and multiple other tools.

On top of our industry-leading marketing management platform, FuseBox One also [offers commercial printing solutions for direct marketing, warehouse and logistics services, and apparel and promotions support.](#)

We invite you to explore the difference that FuseBox One can make in your business's growth. Contact us today for more information or to [schedule your free consultation.](#)

You can reach us at 833-909-1567.

