

## 2021 Direct Mail Marketing Calendar

\*\*All dates are "week of" and dependent on budgets\*\*

Updated on 7/26/21

Prospecting Direct Mail		Q1			Q2			Q3			Q4			Location of Follow-up Lists
		January	February	March	April	May	June	July	August	September	October	November	December	
Blueprint campaigns are sent on behalf of agencies who enrolled via Blueprint. All mail campaigns drop within 7 days of the date listed.														
Blueprint Prospecting Direct Mail	Auto/Home Prospecting with First Quote Auto Prospecting with First Quote (CA, CT, and FL only)	1/15	2/12	3/19	4/16	5/14	6/18	7/16	8/13	9/17	10/15	11/18	12/15	Lead Manager
	Auto/Home Prospecting Supplemental with Zip Code Option Auto Prospecting Supplemental with Zip Code Option (CA, CT, and FL only)	1/29	2/26	3/26	4/30	5/28	6/28	7/30	8/27	9/26	10/29	11/28	12/29	Lead Manager
	Condo Prospecting					5/7		7/9		9/10				Lead Manager
	Motorcycle Prospecting		2/5		4/9		6/11							Lead Manager
	Boat Prospecting			3/12		5/7		7/9						Lead Manager
	Renters Prospecting							7/9						Lead Manager
	I'm in the Neighborhood	1/22	2/26	3/26	4/23	5/28	6/25	7/23	8/27	9/24	10/29	11/26	12/24	Lead Manager
	ABI Breakthrough Prospecting		2/5	3/12										Lead Manager
	National Prospecting Direct Mail	Trigger Programs (Auto, Mortgage & Insurance)	Ongoing											Lead Manager
Auto Recontact		1/8	2/12	3/19	4/16	5/21	6/18	7/16	8/20	9/17	10/15	11/19	12/17	Lead Manager
Home Recontact		1/8	2/12	3/19	4/16	5/21	6/18	7/16	8/20	9/17	10/15	11/19	12/17	Lead Manager
Auto Winback		1/8	2/12	3/19	4/16	5/21	6/18	7/16	8/20	9/17	10/15	11/19	12/17	Lead Manager
Home Winback		1/8	2/12	3/19	4/16	5/21	6/18	7/16	8/20	9/17	10/15	11/19	12/17	Lead Manager

Customer Direct Mail & Email		Q1			Q2			Q3			Q4			Location of Follow-up Lists
		January	February	March	April	May	June	July	August	September	October	November	December	
Blueprint campaigns are sent on behalf of agencies who enrolled via Blueprint.														
<b>Allstate Life &amp; Retirement Persona Campaign</b>														
Blueprint Customer Direct Mail & Email	Parents (Age 25-44) without Life Insurance - DM/EM or EM only		2/1		4/19									Lead Manager
	Empty Nesters (Age 50-59) without Life Insurance - DM/EM or EM only		2/1		4/19									Lead Manager
	Retirees (60-79) without Life Insurance - DM/EM or EM only		2/1		4/19									Lead Manager
	Life Customers (Age 25-79) - DM/EM or EM only		2/1		4/19									Lead Manager
	Financial Markets Insights Email		2/8			5/24								Lead Manager
	Life Customers (Age 25-79) Monthly Annual Review Email Program	Ongoing												Lead Manager
	New Household Referral Direct Mail	Ongoing											Blueprint site	
	Policy Renewal Insurance Review Direct Mail (monthly)	Ongoing											Lead Manager	
	Customer Save (via Customer Save program; lead and mail)	Ongoing											DataLab Portal	

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National Customer Direct Mail & Email												
<b>National campaigns are sent on behalf of all agencies. All mail campaigns drop within 7 days of the date listed.</b>												
Auto Cross-Sell			3/22					8/9				Lead Manager and/or My Work Items
Auto Cross-Sell Trigger (Weekly)	Ongoing											Lead Manager and/or My Work Items
Homeowner Cross-Sell		2/22				6/14			9/20			Lead Manager and/or My Work Items
Homeowner Cross-Sell Trigger (Weekly)	Ongoing											Lead Manager and/or My Work Items
Renters Cross-Sell		2/22					7/30		9/20			Lead Manager and/or My Work Items
Motorcycle Cross-Sell			3/8				7/12			10/4		Lead Manager and/or My Work Items
Allstate Dealer Services					5/4				9/6		11/29	N/A
PUP Cross-Sell			3/22					8/2			11/8	Lead Manager and/or My Work items
Drivewise Program					5/17					10/18		N/A
Digital Footprint/ Allstate Identity Protection			3/15		5/31				9/14		11/15	N/A
Pet Insurance					5/10						11/1	N/A
A.com Triggered Pet Insurance (Weekly)						6/21	Ongoing					N/A
Allstate Identity Protection	1/14											N/A
Bring Your Own Data			3/8	4/5								N/A
Michigan Advanced Drivewise Pricing			3/22									N/A
Avail						6/7						N/A
Allstate Phone Protection Plus	TBD											N/A
Customer Thank you/ Helping Hands Grant Email										10/11		N/A
Roadside Assistance from Allstate					5/31							N/A
Alliances - Valvoline Postcard					5/25							N/A
Alliances - Valvoline Email			3/15									N/A
Alliance - Home Advisor				4/27								N/A
Alliance - Sallie Mae						6/7	7/5	8/9				N/A
Onboarding Stream	Ongoing											N/A
New Customer Marketing Cross Sell	Ongoing											N/A
Mobile Solicitation Email Daily	Ongoing											Lead Manager and/or My Work Items
Reasons to Contact (Email) Mortgagee Change/ Life Trigger Cross Sell Closed Claim	Ongoing											Lead Manager and/or My Work Items
Online Research Product (Customers on Allstate.com)	Ongoing											My Work Items
Online Research Services (Customers on Allstate.com)	Ongoing											My Work Items
Late Pay Experience (Automated Voicemail, Email)	Ongoing											N/A
Prevent Discount Loss	Ongoing											Lead Manager
Roadside Assistance from Allstate Member Emails	Ongoing											N/A
ezPay Solicitation	Ongoing											N/A