



2021 Direct Mail and Email Key Dates Calendar

Updated 4/23/21

Campaign Drop Description	Billing Period	Drop Date	Follow-up list available in Lead Manager	Follow-up list available in "My Lists"	Follow-up list removed from "My Lists"	Last Date to Edit (Quantity)
January						
ALR Persona DM Campaign 2021 - Direct Mail Cross-Sell Postcard	12/10/20 - 12/13/20	2/1/2021 (original date 1/25/21)	2/5/21			11/20/2020
ALR Persona EM Campaign 2021 - Email - Cross-Sell	n/a	2/1/2021 (original date 1/25/21)	2/2/21			n/a
ALR Persona EM Campaign 2021 - Email - Life annual review	n/a	1/11/21	1/12/21			n/a
Auto/Home Prospecting with First Quotes DM 2021 (Jan - Mar) Auto Prospecting with First Quotes DM 2021 (Jan - Mar) CA, CT and FL only	12/10/20 - 12/13/20	1/15/21	1/22/21			11/20/2020
Auto/Home Prospecting Supplemental with Zip Code Option 2021 (Jan - Mar) Auto Prospecting Supplemental with Zip Code Option 2021 (Jan - Mar) <i>CA, CT, and FL only</i>	12/23/20 - 12/26/20	1/29/21	2/5/21			11/20/2020
I'm in the Neighborhood 2021	12/31/20 - 1/3/21	1/22/21	1/29/21			n/a
New Household Referral Direct Mail 2021	Bills weekly	Drops weekly		Loaded weekly	Available for 60 days	n/a
Policy Renewal Insurance Review 2021	12/10/20 - 12/13/20	1/22/21	1/29/21			11/20/20
February						
ALR Persona EM Campaign 2021 - Email - Life annual review	n/a	2/22/21	2/23/21			n/a
ALR Persona EM Campaign 2021 - Email Financial Market Insights Newsletter	n/a	2/8/21	2/9/21			n/a
Auto/Home Prospecting with First Quotes DM 2021 (Jan - Mar) Auto Prospecting with First Quotes DM 2021 (Jan - Mar) CA, CT and FL only	1/7/21 - 1/10/21	2/12/21	2/19/21			12/18/2020
Auto/Auto/Home Prospecting Supplemental with Zip Code Option 2021 (Jan - Mar) Auto Prospecting Supplemental with Zip Code Option 2021 (Jan - Mar) <i>CA, CT, and FL only</i>	1/20/21 - 1/23/21	2/26/21	3/5/21			12/18/2020
ABI Breakthrough Prospecting Direct Mail 2021	1/6/21 - 1/9/21	2/5/21	2/12/21			12/18/2020
Motorcycle Prospecting DM 2021	1/7/21 - 1/10/21	2/5/21	2/12/21			12/18/2020
I'm in the Neighborhood 2021	2/3/21 - 2/6/21	2/26/21	3/5/21			n/a

New Household Referral Direct Mail 2021	Bills weekly	Drops weekly		Loaded weekly	Available for 60 days	n/a
Policy Renewal Insurance Review 2021	1/10/21 - 1/13/21	2/19/21	2/26/21			12/18/20
March						
ALR Persona EM Campaign 2021 - Email - Life annual review	n/a	3/22/21	3/23/21			n/a
Auto/Home Prospecting with First Quotes DM 2021 (Jan - Mar) Auto Prospecting with First Quotes DM 2021 (Jan - Mar) CA, CT and FL only	2/10/21 - 2/13/21	3/19/21	3/26/21			1/22/2021
Auto/Home Prospecting Supplemental with Zip Code Option 2021 (Jan - Mar) Auto Prospecting Supplemental with Zip Code Option 2021 (Jan - Mar) <i>CA, CT, and FL only</i>	2/23/21 - 2/26/21	3/26/21	4/2/21			1/22/2021
ABI Breakthrough Prospecting Direct Mail 2021	2/10/21 - 2/13/21	3/12/21	3/19/21			1/22/2021
Boat Prospecting DM 2021	2/10/21 - 2/13/21	3/12/21	3/19/21			1/22/2021
I'm in the Neighborhood 2021	3/3/21 - 3/6/21	3/26/21	4/2/21			n/a
New Household Referral Direct Mail 2021	Bills weekly	Drops weekly		Loaded weekly	Available for 60 days	n/a
Policy Renewal Insurance Review 2021	2/14/21 - 2/17/21	3/26/21	4/2/21			1/22/2021
April						
ALR Persona DM Campaign 2021 - Direct Mail Cross-Sell Postcard	3/04/21 - 3/07/21	4/19/21	4/26/21			2/19/2021
ALR Persona EM Campaign 2021 - Email - Cross-Sell	n/a	4/19/21	4/20/21			n/a
ALR Persona EM Campaign 2021 - Email - Life annual review	n/a	4/5/21	4/6/21			n/a
Auto/Home Prospecting with First Quotes DM 2021 (Apr - Dec) Auto Prospecting with First Quotes DM 2021 (Apr - Dec) CA, CT and FL only	3/10/21 - 3/13/21	4/16/21	4/23/21			2/19/2021
Auto/Home Prospecting Supplemental with Zip Code Option 2021 (Apr - Dec) Auto Prospecting Supplemental with Zip Code Option 2021 (Apr - Dec) <i>CA, CT, and FL only</i>	3/24/21 - 3/27/21	4/30/21	5/7/21			2/19/2021
Motorcycle Prospecting DM 2021	3/10/21 - 3/13/21	4/9/21	4/16/21			2/19/2021
I'm in the Neighborhood 2021	3/31/21 - 4/03/21	4/23/21	4/30/21			n/a
New Household Referral Direct Mail 2021	Bills weekly	Drops weekly		Loaded weekly	Available for 60 days	n/a
Policy Renewal Insurance Review 2021	3/14/21 - 3/17/21	4/23/21	4/30/21			2/19/2021
May						
ALR Persona EM Campaign 2021 - Email Financial Market Insights Newsletter	n/a	5/17/21	5/18/21			n/a
ALR Persona EM Campaign 2021 - Email - Life annual review	n/a	5/3/21	5/4/21			n/a

Auto/Home Prospecting with First Quotes DM 2021 (Apr - Dec) Auto Prospecting with First Quotes DM 2021 (Apr - Dec) CA, CT and FL only	4/7/21 - 4/10/21	5/14/21	5/21/21			3/19/2021
Auto/Home Prospecting Supplemental with Zip Code Option 2021 (Apr - Dec) Auto Prospecting Supplemental with Zip Code Option 2021 (Apr - Dec) <i>CA, CT, and FL only</i>	4/21/21 - 4/24/21	5/28/21	6/4/21			3/19/2021
Boat Prospecting DM 2021	4/7/21 - 4/10/21	5/7/21	5/14/21			3/19/2021
Condo Prospecting DM 2021	4/7/21 - 4/10/21	5/7/21	5/14/21			3/19/2021
I'm in the Neighborhood 2021	5/5/21 - 5/8/21	5/28/21	6/4/21			n/a
New Household Referral Direct Mail 2021	Bills weekly	Drops weekly		Loaded weekly	Available for 60 days	n/a
Policy Renewal Insurance Review 2021	4/11/21 - 4/14/21	5/21/21	5/28/21			3/19/2021
June						
Auto/Home Prospecting with First Quotes DM 2021 (Apr - Dec) Auto Prospecting with First Quotes DM 2021 (Apr - Dec) CA, CT and FL only	5/12/21 - 5/15/21	6/18/21	6/25/21			4/23/2021
Auto/Home Prospecting Supplemental with Zip Code Option 2021 (Apr - Dec) Auto Prospecting Supplemental with Zip Code Option 2021 (Apr - Dec) <i>CA, CT, and FL only</i>	5/26/21 - 5/29/21	6/28/21	7/5/21			4/23/2021
Motorcycle Prospecting DM 2021	5/12/21 - 5/15/21	6/11/21	6/18/21			4/23/2021
I'm in the Neighborhood 2021	6/2/21 - 6/5/21	6/25/21	7/2/21			n/a
New Household Referral Direct Mail 2021	Bills weekly	Drops weekly		Loaded weekly	Available for 60 days	n/a
Policy Renewal Insurance Review 2021	5/16/21 - 5/19/21	6/25/21	7/2/21			4/23/2021
July						
Auto/Home Prospecting with First Quotes DM 2021 (Apr - Dec) Auto Prospecting with First Quotes DM 2021 (Apr - Dec) CA, CT and FL only	6/9/21 - 6/12/21	7/16/21	7/23/21			5/21/2021
Auto/Home Prospecting Supplemental with Zip Code Option 2021 (Apr - Dec) Auto Prospecting Supplemental with Zip Code Option 2021 (Apr - Dec) <i>CA, CT, and FL only</i>	6/23/21 - 6/26/21	7/30/21	8/6/21			5/21/2021
Boat Prospecting DM 2021	6/9/21 - 6/12/21	7/9/21	7/16/21			5/21/2021
Condo Prospecting DM 2021	6/9/21 - 6/12/21	7/9/21	7/16/21			5/21/2021
Renters Prospecting DM 2021	6/9/21 - 6/12/21	7/9/21	7/16/21			5/21/2021
I'm in the Neighborhood 2021	6/30/21 - 7/3/21	7/23/21	7/30/21			n/a
New Household Referral Direct Mail 2021	Bills weekly	Drops weekly		Loaded weekly	Available for 60 days	n/a
Policy Renewal Insurance Review 2021	6/13/21 - 6/16/21	7/23/21	7/30/21			5/21/2021
August						
Auto/Home Prospecting with First Quotes DM 2021 (Apr - Dec) Auto Prospecting with First Quotes DM 2021 (Apr - Dec) CA, CT and FL only	7/8/21 - 7/11/21	8/13/21	8/20/21			6/18/2021

Auto/Home Prospecting Supplemental with Zip Code Option 2021 (Apr - Dec) Auto Prospecting Supplemental with Zip Code Option 2021 (Apr - Dec) <i>CA, CT, and FL only</i>	7/21/21 - 7/24/21	8/27/21	9/3/21			6/18/2021
I'm in the Neighborhood 2021	8/4/21 - 8/7/21	8/27/21	9/3/21			n/a
New Household Referral Direct Mail 2021	Bills weekly	Drops weekly		Loaded weekly	Available for 60 days	n/a
Policy Renewal Insurance Review 2021	7/11/21- 7/14/21	8/20/21	8/27/21			6/18/2021
September						
Auto/Home Prospecting with First Quotes DM 2021 (Apr - Dec) Auto Prospecting with First Quotes DM 2021 (Apr - Dec) CA, CT and FL only	8/11/21 - 8/14/21	9/17/21	9/24/21			7/23/2021
Auto/Home Prospecting Supplemental with Zip Code Option 2021 (Apr - Dec) Auto Prospecting Supplemental with Zip Code Option 2021 (Apr - Dec) <i>CA, CT, and FL only</i>	8/25/21 - 8/28/21	9/26/21	10/3/21			7/23/2021
Condo Prospecting DM 2021	8/11/21 - 8/14/21	9/10/21	9/17/21			7/23/2021
I'm in the Neighborhood 2021	9/1/21 - 9/4/21	9/24/21	10/1/21			n/a
New Household Referral Direct Mail 2021	Bills weekly	Drops weekly		Loaded weekly	Available for 60 days	n/a
Policy Renewal Insurance Review 2021	8/15/21 - 8/18/21	9/24/21	10/1/21			7/23/2021
October						
Auto/Home Prospecting with First Quotes DM 2021 (Apr - Dec) Auto Prospecting with First Quotes DM 2021 (Apr - Dec) CA, CT and FL only	9/9/21 -9/12/21	10/15/21	10/22/21			8/20/2021
Auto/Home Prospecting Supplemental with Zip Code Option 2021 (Apr - Dec) Auto Prospecting Supplemental with Zip Code Option 2021 (Apr - Dec) <i>CA, CT, and FL only</i>	9/22/21 - 9/25/21	10/29/21	11/5/21			8/20/2021
I'm in the Neighborhood 2021	10/6/21 - 10/9/21	10/29/21	11/5/21			n/a
New Household Referral Direct Mail 2021	Bills weekly	Drops weekly		Loaded weekly	Available for 60 days	n/a
Policy Renewal Insurance Review 2021	9/12/21 - 9/15/21	10/22/21	10/29/21			8/20/2021
November						
Auto/Home Prospecting with First Quotes DM 2021 (Apr - Dec) Auto Prospecting with First Quotes DM 2021 (Apr - Dec) CA, CT and FL only	10/13/21 - 10/16/21	11/18/21	11/25/21			9/24/2021
Auto/Home Prospecting Supplemental with Zip Code Option 2021 (Apr - Dec) Auto Prospecting Supplemental with Zip Code Option 2021 (Apr - Dec) <i>CA, CT, and FL only</i>	10/27/21 - 10/30/21	11/28/21	12/5/21			9/24/2021
I'm in the Neighborhood 2021	11/3/21 - 11/6/21	11/26/21	12/3/21			n/a
New Household Referral Direct Mail 2021	Bills weekly	Drops weekly		Loaded weekly	Available for 60 days	n/a
Policy Renewal Insurance Review 2021	10/17/20 - 10/20/21	11/26/21	12/3/21			9/24/2021
December						

Auto/Home Prospecting with First Quotes DM 2021 (Apr - Dec) Auto Prospecting with First Quotes DM 2021 (Apr - Dec) CA, CT and FL only	11/10/21 - 11/13/21	12/15/21	12/22/21			9/24/2021
Auto/Home Prospecting Supplemental with Zip Code Option 2021 (Apr - Dec) Auto Prospecting Supplemental with Zip Code Option 2021 (Apr - Dec) <i>CA, CT, and FL only</i>	11/24/21 - 11/27/21	12/29/21	1/5/22			9/24/2021
I'm in the Neighborhood 2021	12/1/21 - 12/4/21	12/24/21	12/31/21			n/a
New Household Referral Direct Mail 2021	Bills weekly	Drops weekly		Loaded weekly	Available for 60 days	n/a
Policy Renewal Insurance Review 2021	11/12/21 - 11/15/21	12/22/21	12/29/21			9/24/2021