

Direct-to-Quote:

New Technology from MediaAlpha's Powerful Advertising Platform for the **Auto Insurance Industry**

There's no doubt that consumers are spending more time today on their computers, tablets or smartphones. In 2014, nearly half of U.S. adults spent time on digital platforms researching products, making purchases and continually expecting higher value. Whatever the reason, today's consumers expect a fast, convenient experience that meets their expectations.

Yet, there is often disappointment when companies try to engage that elusive in-market consumer who is bombarded with choices. In this environment, how does an auto insurance company stand out? What can an insurance company do to target the right consumers, offer them a superior consumer expertise and convert them into customers?

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Delivering a Better Auto Insurance Consumer Experience

Auto insurance marketers rely on performance marketing as one of the largest and most important channels for new customers. Unfortunately, the technology and consumer experience associated with this powerful, cost-effective customer acquisition channel has evolved little, to the detriment of both insurance advertisers and consumers.

In the past, connecting the consumer directly to the advertiser was a problem. The process necessarily involved the completion of multiple lead and quote forms to arrive at a quote on an insurance carrier website. Despite being a \$200 billion a year industry and spending nearly \$8 billion a year on marketing, auto insurance companies have been grappling with this basic challenge for years.



Introducing Direct-to-Quote: Enhancing the Consumer Experience

How can the auto insurance industry provide a better online consumer experience through its performance marketing channels that will yield more conversions and greater advertising ROI? The answer is Direct-to-Quote (DTQ), a technology solution that delivers those efficiencies without a commensurate increase in cost or an unnecessary drain on an insurance company's technical resources.

That's why MediaAlpha has worked with leading insurance companies to implement Direct-to-Quote (DTQ) technology through its MediaAlpha Demand Platform. This new solution improves the continuity of the consumer experience by leveraging quote application data from a consumer and pushing the consumer farther into the carrier quote application funnel. Just imagine a world where consumers only have to provide their insurance application information once to get quotes before they apply and buy.

By implementing DTQ through the MediaAlpha Demand Platform, the company's real-time, programmatic media buying technology, MediaAlpha is now seamlessly bridging the user data gap between the largest buyers and sellers of online insurance advertising. The result is an unparalleled consumer experience that delivers significantly higher conversion rates from high-intent insurance prospects.

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How Direct-to-Quote Works

Direct-to-Quote integrates the insurance shopping experience, taking the consumer from the publisher quote form directly to a quote on an insurance provider website. This approach speeds up the application process for the consumer, thereby increasing conversion rates for insurance carriers. Here's how it works:

Step 1:

A consumer enters full lead information or quote application data on a publisher website and is shown an ad from a DTQ-enabled advertiser campaign served by MediaAlpha. The ad is typically customized so that the consumer knows that he or she will be taken directly to a quote page on an insurance advertiser's website without having to fill out any additional information.

Step 2:

Once the ad is clicked, the consumer sees an interstitial page with customized content indicating that the consumer will soon be shown a quote from the insurance advertiser. Concurrently, the consumer's information is serialized in a format determined by the insurance advertiser and securely posted to the insurance advertiser's quote engine.

Step 3:

Once the quote is generated, the consumer is redirected to a page hosted by the insurance carrier with a quote, or quote estimate, that is displayed without requiring the consumer to repeat the entry of quote application data.



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A New Technology Solution for Advertisers

Direct-to-Quote is a key feature of the MediaAlpha Demand Platform, the company's real-time, programmatic media buying solution. With this new technology, insurance advertisers can create and implement highly customized bidding strategies by using any combination of relevant targeting parameters.

These parameters include user data, CRM and first-party data, and third-party prospecting data, to gain more control over their ad purchases. World-class analytics and reporting features enable advertisers to complete in-depth analyses that assess the effectiveness of their online marketing spend, distribution strategies, and overall return on investment.

Insurance advertisers can seamlessly combine the benefits of real-time, programmatic media buying with the enhanced user experience and higher conversion rates offered by DTQ. By also using the MediaAlpha Demand Platform as a DSP (Demand Side Platform) to buy media directly from publishers and PPC ad networks outside the MediaAlpha Exchange, insurance advertisers can leverage and apply the Platform's real-time, dynamic bidding capabilities and its DTQ implementation as part of their full portfolio of advertising spend.

Eric Seidelman, Senior Manager, Performance Digital, Universal McCann implemented Direct-to-Quote with MediaAlpha and commented on its effectiveness in increasing conversions:



“ Since becoming AOR for one of the largest auto insurers in the county, we have found ourselves in an increasingly competitive and ROI challenged marketplace for auto insurance shoppers. With the recent completion of our Direct-to-Quote integration with MediaAlpha, we have seen considerable lift in conversion at all stages of the funnel and similar improvement in efficiency across our KPI's. This impact has had a demonstrable effect on our ability to reach and convert the in-market audience so critical to our direct response plan. ”

— Eric Seidelman

A New Technology Solution for Advertisers

Leading advertisers within the auto insurance industry are realizing the benefits of DTQ and the MediaAlpha Demand Platform with:

- Improved bind efficiency in DTQ marketing campaigns, by **as much as 32%**;
- Real-time, dynamic media buying optimization that leads to higher overall media efficiency; and
- Increased value from existing advertising inventory channels, including from sources outside the MediaAlpha Exchange.

Insurance advertisers can seamlessly combine the benefits of real-time, programmatic media buying with an enhanced user experience and higher conversion rates.

Summary

While auto insurance marketers rely on performance marketing as one of the largest and most important channels for new customers, the technology and consumer experience associated with this powerful customer acquisition channel has evolved little.

MediaAlpha's Direct-to-Quote (DTQ) technology is revolutionizing customer acquisition by improving the continuity of the consumer experience, taking the consumer from the publisher quote form directly to a quote on an insurance provider website. The result: higher conversions.

Direct-to-Quote is bridging the data gap between the largest buyers and sellers of online insurance advertising. Through the MediaAlpha Demand Platform, insurance advertisers can buy performance-based media on a real-time, programmatic basis while leveraging the full conversion benefits of DTQ through all of its current marketing channels.

About MediaAlpha

MediaAlpha is a leader in programmatic advertising technology, connecting premium advertisers and publishers through the MediaAlpha Exchange, a transparent marketplace for clicks, calls, and leads.

Contact Us

To find out what Direct-to-Quote and the MediaAlpha Demand Platform can do for your digital advertising efforts, please contact Michael Foster at Michael@mediaalpha.com.

Please note that industry information is taken from three sources: J.D. Power & Associates' Shopping Survey, ADWeek, and IBISWorld.