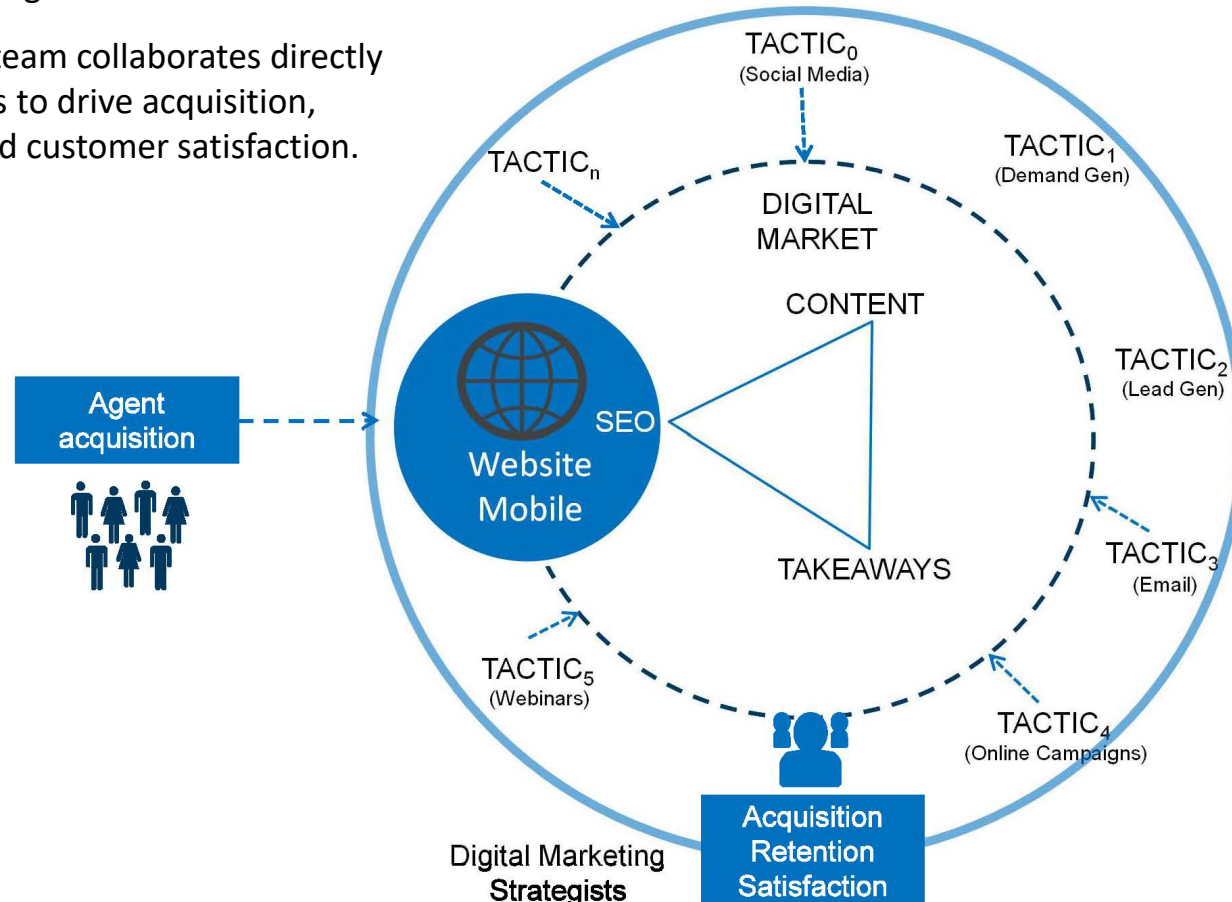


Marketing Differentiators – Creating the Agent Digital Marketing Solution (ADMS)

The ADMS program establishes an online ecosystem for independent agents, enhancing visibility, authority, and acquisition at the local level. Specific capability modules can be integrated through a proprietary Content Management System (CMS), ensuring seamless compatibility with their existing solutions. This integration facilitates open data streams, enhances efficiencies, and boosts agency business intelligence.

A dedicated team collaborates directly with agencies to drive acquisition, retention, and customer satisfaction.



ADMS 2016 year-end results

Online marketing KPIs

Agent site performance results:

+54% Google 1st page ranking
-4% Unique visits (good thing!)

Business performance results:

+13% Lead engagement
+31% Phone calls to agents
+1% Monthly Quotes
+5 Monthly PL Policies
+1% Average blended Premium

Agency satisfaction KPIs

Agent responses to ADMS value*	Scale (1→10) increasing value	
	2015	2016
■ Help connect with your customers	6.54	6.69 ↑
■ Provides technical support for website	7.66	7.78 ↑
■ Helps market your business online	7.07	7.48 ↑
■ Helps maintain the agency's internet presence	7.76	7.98 ↑
■ Provides useful statistics for managing your site	7.22	7.82 ↑
■ Help agency become more knowledgeable of digital tactics	7.31	7.83 ↑