

Growth Engine – Learning from ADMS

From the Agent Digital Solution Program, we learned that agents desired more and higher-quality leads. However, carriers typically engage with traditional third-party lead sources, which resell the same leads multiple times (up to 12 times), and agents are restricted to selling only in states where they are licensed. Additionally, agents often lacked the resources to thoroughly vet leads and found it challenging to sell to internet-sourced customers. **What agents truly needed were "local, ready-to-purchase buyers," not just leads.**

To address these needs, we leveraged a pay-for-performance model to create a customized demand-generation program for our top agents. This program nurtured and filtered local leads through advanced technology and telephony. When customer profiling indicated a match with the desired segment, leads were hot-transferred directly to agents for closing.

Predictive financial model developed for benefit-analysis and agency participation contracts:

What if levels of Investment							
Investment	Investment	Total investment	Potential DWP levels	PIF counts	5yr commission stream	Sum of commission stream and	income per policy
\$ 25,000	\$ 25,000	\$ 50,000	\$ 170,000	170	\$ 88,265	\$ 113,265	\$ 519
\$ 50,000	\$ 50,000	\$ 100,000	\$ 338,000	338	\$ 175,500	\$ 225,500	\$ 519
\$ 75,000	\$ 75,000	\$ 150,000	\$ 506,000	506	\$ 262,700	\$ 337,700	\$ 519
\$ 100,000	\$ 100,000	\$ 200,000	\$ 675,000	675	\$ 350,000	\$ 450,000	\$ 519
\$ 125,000	\$ 125,000	\$ 250,000	\$ 845,000	845	\$ 439,000	\$ 564,000	\$ 519
\$ 150,000	\$ 150,000	\$ 300,000	\$ 1,015,000	1,015	\$ 527,000	\$ 677,000	\$ 519

Results: I developed a demand-generation program that delivered a pipeline of filtered and nurtured consumers directly to agents, achieving the lowest cost-per-policy acquisition ratio in Nationwide's history.

- This program generated 99,830 new customers and an aggregate ROI of 6.2:1, resulting in \$57M in new premiums in 2015, \$59.2M in 2016, and \$63.5M in 2017.

Nationwide

Agency Demand Generation Pilot

After five years of delivering our digital solution with 600+ Allied agencies around the country, we are confident in offering one of the most effective digital marketing programs in the insurance industry. This pilot will provide a paid media offering that helps agencies attract, educate and convert new prospects seeking personal lines, commercial lines and financial services products.

LOCAL DIRECTORY AUDIT, NORMALIZATION AND REVIEWS

Normalize third-party local and search engine directory web properties, which drive organic traffic to AgencyNationwide.com and solicit reviews to improve organic search authority.

METRICS AND ANALYTICS

Measure the validity of all marketing and advertising channels to attribute tactics with form submissions, phone calls and written premiums.

PARTNERSHIP APPROACH

Dedicated and experienced Digital Marketing Strategists who support your on-demand business, technical and marketing needs as well as direct you to upcoming trends and answer any questions you may have along the way.

PAID MEDIA MANAGEMENT AND ANALYSIS

Introduce new media channels to further maximize qualified lead generation goals that represent the right mix of advertising by agency market.

MONTHLY: YOUR EXISTING MARKETING BUDGET.
*ALL MANAGEMENT FEES ARE FUNDED BY NATIONWIDE

Learn how our Demand Generation Program can help your agency.
[CALL 1-800-682-7695](tel:1-800-682-7695)

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