

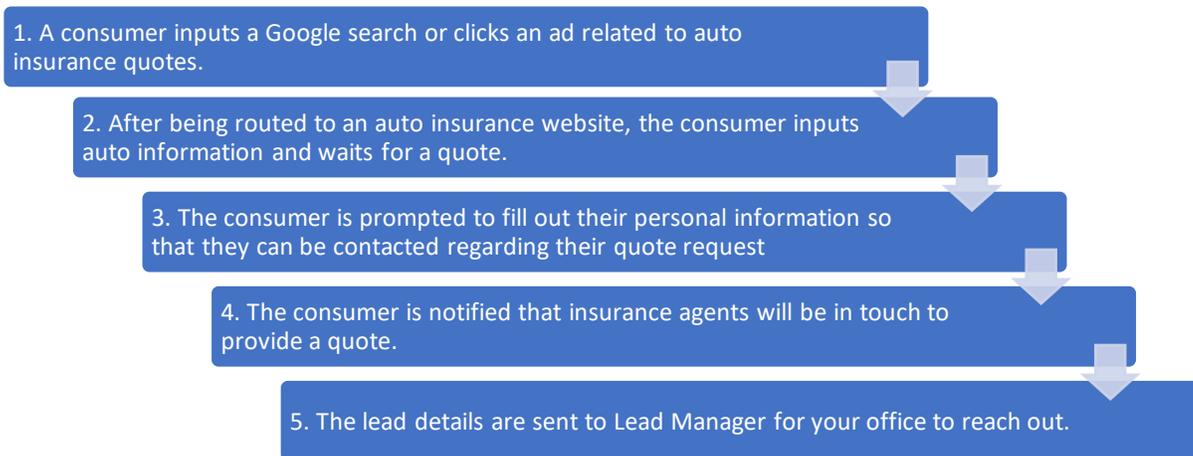
# CENTRALIZED LEAD DISTRIBUTION PROGRAM: INTERNET LEAD *DEEP DIVE*

## Internet Lead Details

Leads are collected from data forms which originate from a variety of sources which include search engines like Google, social media, and other insurance-related websites.

It's helpful to understand the backstory of a lead and understand topics like: ***Who is filling out the lead, how is the lead generated, and what is the process they go through once they submit information for a quote?***

It is essential to your success to understand how your leads are generated so that you can adopt the mindset of the consumer and make a sale. The sales process looks like this:



*\*Research indicates that contacting the prospect in less than a minute increases your likelihood of conversion exponentially. Speed to lead is essential here.*

As you can see from the steps in this process, consumers may be hesitant to provide their personal information, which may lead to consumer dishonesty. Sometimes the information received may be incorrect, but with consistent processes in place, you should find overall success.

## Internet Lead Expectations

Setting realistic expectations is imperative for agency success and satisfaction of the Internet leads space. There are many elements to consider when it comes to evaluating each Internet lead delivered through CLDP. For example:

1. **Understand Statistics:** It is important to remember that not every lead is going to generate a sale.
  - a. Lead purchasing can be likened to a walk-in business: a consumer has virtually raised their hand that they are interested in a quote, however you won't necessarily be able to provide a quote for all. Typical quote rates are around 22-27%. If you are not hitting this range, you might want to take a step back to evaluate your current follow up process before continuing to invest into this type of lead.

- b. Internet leads will require follow up and persistence.
- 2. **Lead Form Inaccuracies:** If a consumer completes a lead form with inaccurate information, it does not necessarily mean that this is a lost opportunity.
  - a. Sometimes consumers are hesitant to include their personal information online, so it is important to verify the details on the lead form before you provide the consumer with a quote.
- 3. **The Lead Life Cycle:** A lead can take up to 90 days to fully mature. This means that there is plenty of opportunity to close the sale even three months after it is first received.
  - a. The faster you contact a lead upon delivery, the sooner you'll catch it while it's "hot."
    - i. Keep in mind these consumers have only shown interest in shopping for insurance and are not a guaranteed policy.
  - b. A consistent follow up process will help your agency stay top of mind so that once the consumer decides to change their insurance provider, they will give you a call. **Please see the *Internet Lead Best Practices Guide* for additional information!**

## Internet Lead Must Knows

### Leads cannot be returned.

Allstate has negotiated the pricing in CLDP to \$5 per lead. Leveraging historical intel has allowed the team to carefully select specific filters and geography to drive cost savings. The return process is often times confusing and leads to disappointment. The leads being delivered through CLDP meet the requirements Allstate has deemed as most impactful to return on investment.

While utilizing scoring methods, Allstate is constantly reviewing performance metrics to ensure lead quality and top hygiene. In addition, suppliers are optimized on the agent's behalf. Due to the discount in pricing of these leads, Internet leads purchased through the CLDP will *not* be eligible for return.

### Lead supplier names are not shared.

A variety of lead supplier names will be supplying the products for CLDP. Allstate has vetted these vendors to ensure performance benchmarks and compliance expectations are adhered to. All vendors have been handpicked based on years' worth of historical data. *The goal is to efficiently connect agencies to consumers with specific attributes, rather than focus on where the leads are coming from.*

### Allstate Actions & Insights

The Power of Allstate Behind You!	
Leverage purchasing power to decrease the cost of leads for agents	<b>\$5</b> per lead
Utilize proprietary data science and predictive analytics to purchase higher propensity to bind consumers	<b>5%</b> improvement in conversion rates

Updated as of 3/9/19

**Industry leading data management technology helps identify real people to improve contact rates, and automatically returns suspicious leads, duplicates and those already part of the Allstate family (aka customers)**

**40%**

The system removes four out of every 10 leads that come through the system to provide you with more valid contact opportunities.

*The relationship between Allstate and Agency is that of an independent contractor for all purposes as stated in the Exclusive Agency Program materials. Agency owners have the sole and exclusive control over the manner, method, and means by which they operate their agencies to achieve the business objectives established by the Company.*