

GETTING STARTED: CENTRALIZED “PROSPECTS LIKELY TO BIND” LISTS



What is the centralized “Prospects Likely to Bind” lead list?

These are pure prospects who are not known to be currently shopping for insurance, so these leads will generally perform lower than “hot” or “warm” leads such as Internet leads or Prospect triggers. This group, however when quoted, is more likely to bind with Allstate than many prospects on a generic cold call list.

As pure prospects, you will still need to engage the consumer as if it were a cold call and convince them to quote with your agency. Lists will be delivered once a month on a regular schedule.

How are these leads sourced?

An Allstate-developed propensity to bind model is being used to source these leads. The model identifies consumers that have a notably higher probability to bind with Allstate.

Key benefits include:

- Pre-screened to eliminate customers, recent quoters, and former customers;
- Highly scored by our internally developed and proven “Propensity to Bind” model. The model was derived by statistically analyzing our current customer base to determine the characteristics of an Allstate household;
- Additionally, screened to only include households with a callable phone number from one of three sources. We are continually evaluating our telephone sources to provide the best data available.

As this is a new offering, all agency owner input is appreciated for ongoing improvement opportunities. Please submit feedback to RegionalMarketingSupport@allstate.com