

The logo for comScore, featuring the word "comScore" in a white, sans-serif font. The letter "o" is replaced by a yellow sun-like icon with rays emanating from it. A registered trademark symbol (®) is located at the end of the word.

comScore®



Data Availability & Analysis From the Online Channel

Susan Engleson, sengleson@comscore.com

comScore, Inc.

703-438-2109

- comScore & Data Introduction
- Online Landscape
- An Interesting Analysis of Consumer Interaction with Online Quotes
- What else can I do with this data? What questions can I answer?

- We provide digital marketing intelligence that helps our customers make better-informed business decisions and implement more effective digital business strategies
- We measure the continuous online activity of 1 million people in the US, who have granted us explicit permission to confidentially measure their Internet usage patterns.
- Our consumer panel is a representative cross-section of the U.S. population, worldwide regions and individual countries
- We also have permission to:
 - Survey panelists
 - Match to third-party databases
 - Append offline data



Customer Penetration in Key Industries

✓ **9** out of the top **10**
INVESTMENT BANKS

✓ **8** out of the top **10**
CONSUMER BANKS

✓ **9** out of the top **12**
AUTOMOBILE INSURERS

✓ **4** out of the top **5**
CABLE COMPANIES

✓ **23** out of the top **25**
ONLINE PROPERTIES

✓ **7** out of the top **10**
PHARMA / HC COMPANIES

✓ **45** out of the top **50**
INTERACTIVE AGENCIES

✓ **8** out of the top **9**
CREDIT CARD ISSUERS

✓ **9** out of the top **10**
US MEDIA

✓ **5** out of the top **5**
TELEPHONE CARRIERS

What We Know About Our Panel

- Demographics, including PC attributes
- Every category, subcategory, website, and page that they visit, as well as their level of engagement/time spent
- Every search they do and every ad that they see
- What they buy online
- What bills they pay online
- What kind of financial accounts they have (checking, savings, credit card, mortgage, etc.) and are applying for
- What they charge on their credit card
- Their credit score
- Geo-demographic segments (Prizm and PersoniX)

We also have the ability to survey panelists and match to third party/client databases.

- Surveys can get to what people did offline and how they feel
- With third party and client databases, we can look at things like:
 - Recent auto purchases / vehicles owned
 - Whether someone is a current or past customer
 - What quality of customer they are – profitable? Long-standing?
 - How much shopping are your current customers doing?
 - At what competitors are your customers quoting?

Auto & Homeowner/Renter Online Quoting – Market Size

- Online Homeowner/Renter Quoting is only 6% the size of online Auto Quoting

Type of Quote	Submitted Quotes - 2008
Auto Insurance	32.1 million
Homeowner Insurance	1 million
Renter Insurance	0.8 million

- Today's presentation will focus on online auto insurance quoting, since there is much more data available

Source: comScore Online Auto Insurance Benchmarker and comScore Online Property Insurance Benchmarker

Industry for Homeowner/Renter included Allstate, GEICO, State Farm, Esurance, Progressive, Insweb, InsureMe, NetQuote

Industry for Auto Insurance includes Allstate, Comparisonmarket, Esurance, GEICO, InsureMe, Insweb, Nationwide, NetQuote, State Farm, Progressive, 21st, Hartford, Progressiveagent, AIG and Answerfinancial

What we know about our panel's auto insurance related behavior



- What auto insurance sites they visit, how often they visit, engagement
 - For each visit, how they got there: paid search, natural search, banner ad, etc. and the site that referred them
 - Search term for those who searched
- Within the auto insurance company site, what sections they visit: Policy Management, Quotes, Locate Agent, Online Payment, Learning Center, Claims, etc.
- If they paid a bill, how much it was and the method of payment
- Whether they initiated a quote and if they abandon or submit the quote
 - If they abandon, where in the process they abandon
 - If they submit, additional detail for most quotes (more on this soon)
- Whether they initiated a policy purchase and if they abandon or complete it

- Data for 5 Top Auto Insurance Company Sites

- Fields captured:

- Quote

- ZIP code
 - Bodily injury liability limits
 - Coverage package
 - Premium quoted
 - Final Purchased Premium
 - Company name
 - Homeownership
 - Number of vehicles in each quote
 - Number of drivers in each quote
 - Length of gap in insurance coverage
 - Whether SSN entered
 - Primary driver education

- Drivers

- Age
 - Gender
 - Marital Status
 - Occupation

- Vehicles

- Vehicle year/make/model/type
 - Vehicle use
 - Annual mileage
 - Comprehensive deductibles
 - Collision deductibles

- Incidents

- Incident Description

Auto Insurance Quote Detail

- Data is captured from what panelists see using scraping technology

PROGRESSIVE DIRECT

1-877-776-4266 E-mail Us

GET STARTED ▾ VEHICLES ▾ DRIVERS ▾ VIOLATIONS ▾ YOUR RATE ▾

Save \$50!
on your **first 6-month** policy
when you **sign online**
(included in rates)

→ [About your recommended package](#)
→ [See packages side by side](#)

Minimum	Economy	Recommended	Plus
\$58.35 per month	\$177.37 per month	\$183.04 per month	\$213.21 per month
-- or --	\$1,028.00 paid in full	-- or --	-- or --
\$344.00 paid in full		\$1,059.00 paid in full	\$1,235.00 paid in full

Policy Coverages

Bodily Injury and Property Damage \$100,000 person/300,000 accident/100,000 property [\$395.00]

Uninsured Motorist Bodily Injury & Property Damage (\$200 exclusion on Property Damage) \$100,000 person/300,000 accident/100,000 property [\$38.00]

Medical Expense Benefits \$1,000 each person [\$7.00]

Vehicle #1 - 2007 AUDI A4

Other Than Collision \$500 Deductible [\$76.00]

Help Center
Speak Now with a licensed insurance representative.
Talk To Me

Quote # 632376082

Drivers
An [Edit](#) | [Remove](#)
[+ Add a Driver](#)

Violations

Vehicles
2007 Audi [Edit](#) | [Remove](#)
[+ Add a Vehicle](#)

Add-On Equipment

[Printable summary](#)
[See rates for other top companies](#)

- comScore & Data Introduction

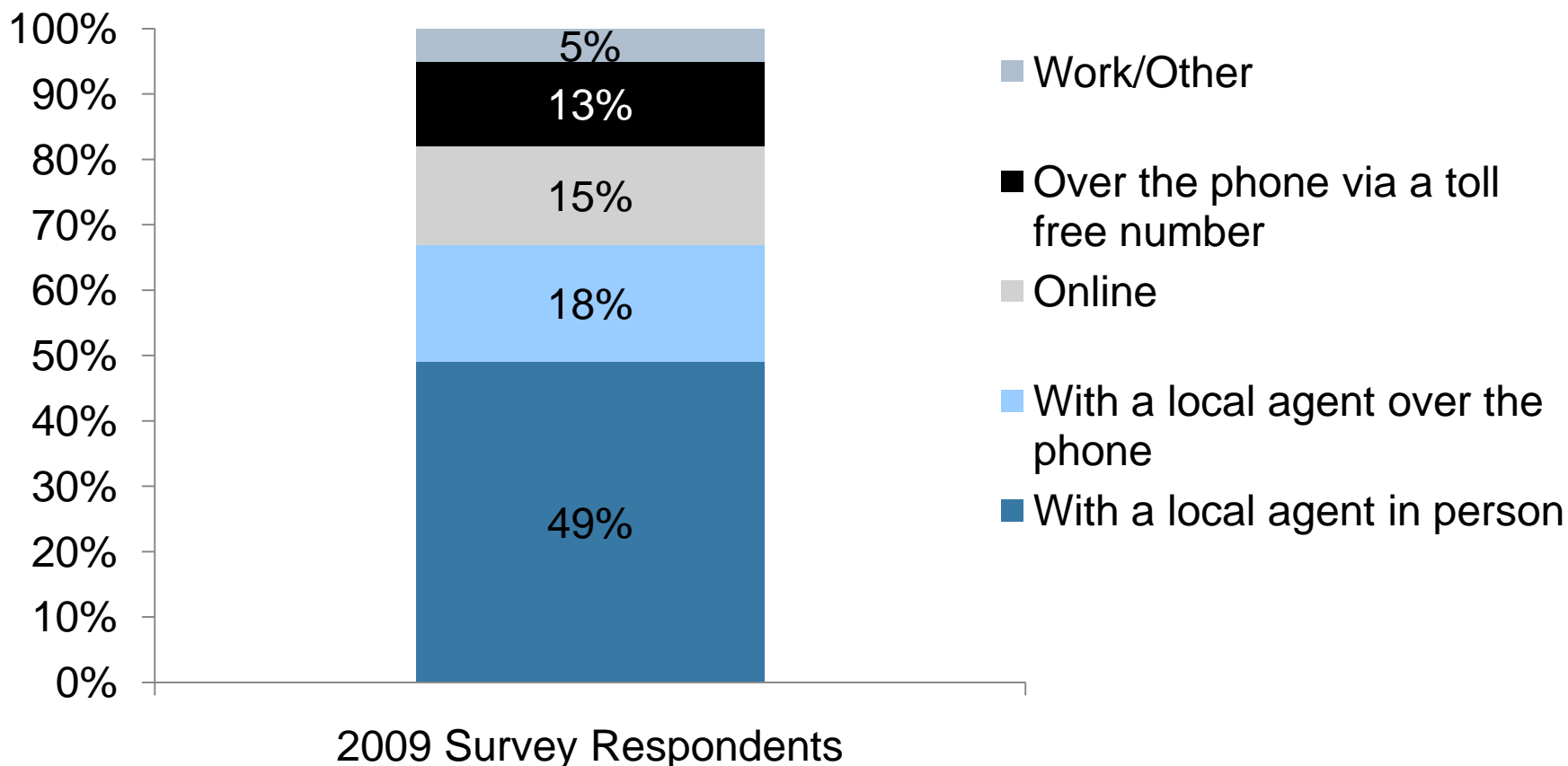
- Online Landscape

- An Interesting Analysis of Consumer Interaction with Online Quotes

- What else can I do with this data? What questions can I answer?

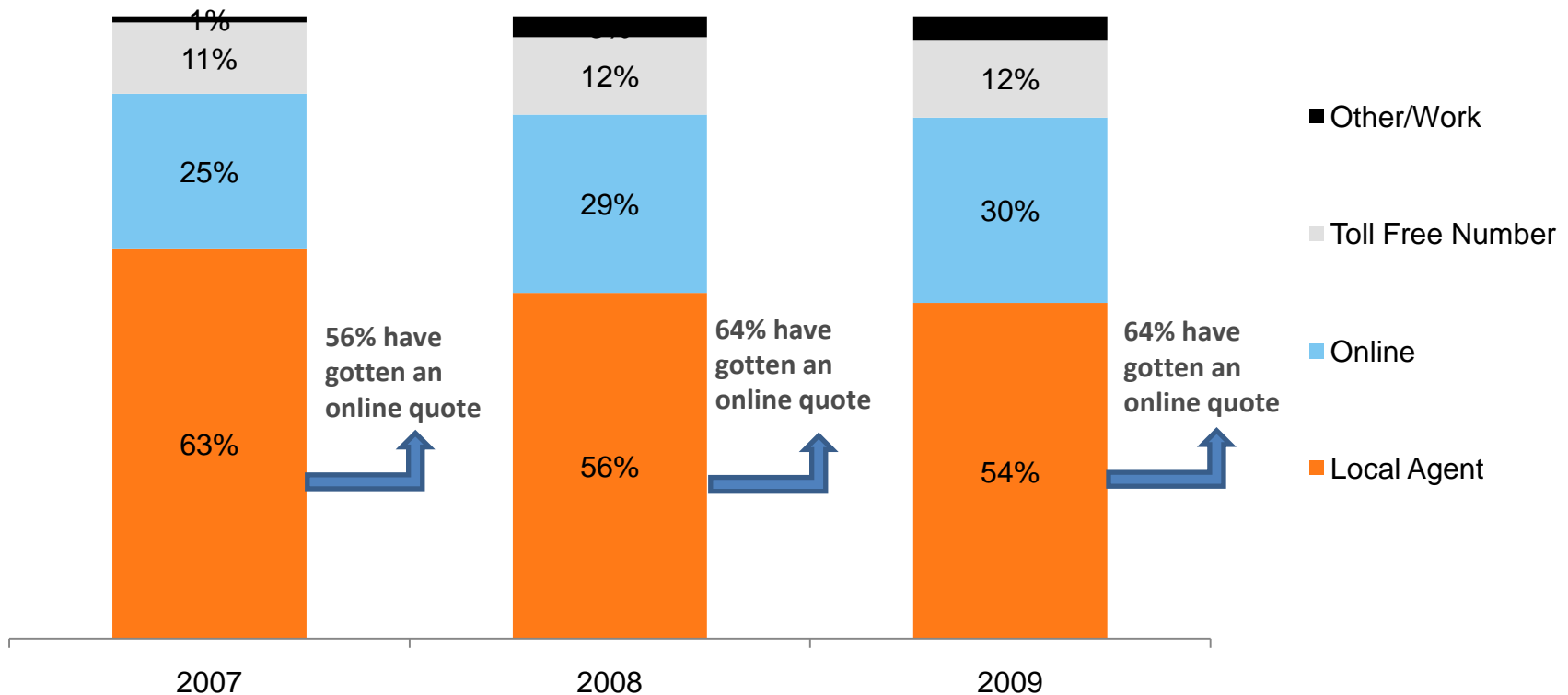
In a recent survey of online consumers, 15% said they purchased their auto insurance online.

Auto Insurance Method of Purchase



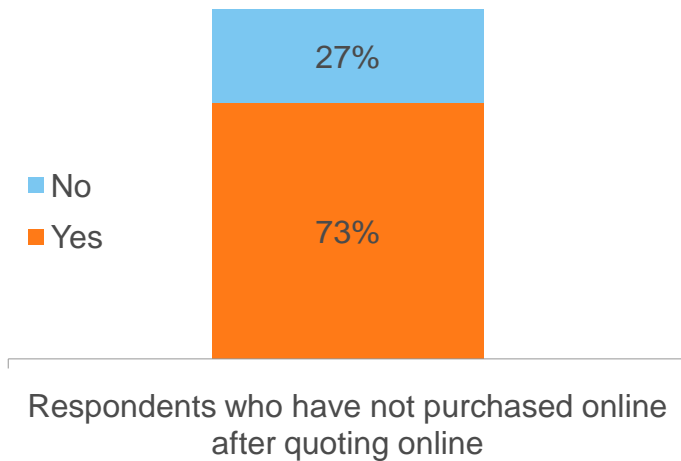
Online quoting is also a key factor in offline purchases, with nearly 2/3 of those purchasing via an agent in the past year quoting online.

**How did you originally purchase your current auto insurance policy?
Respondents who have had current policy less than one year trended,
excluding "I do not recall"**

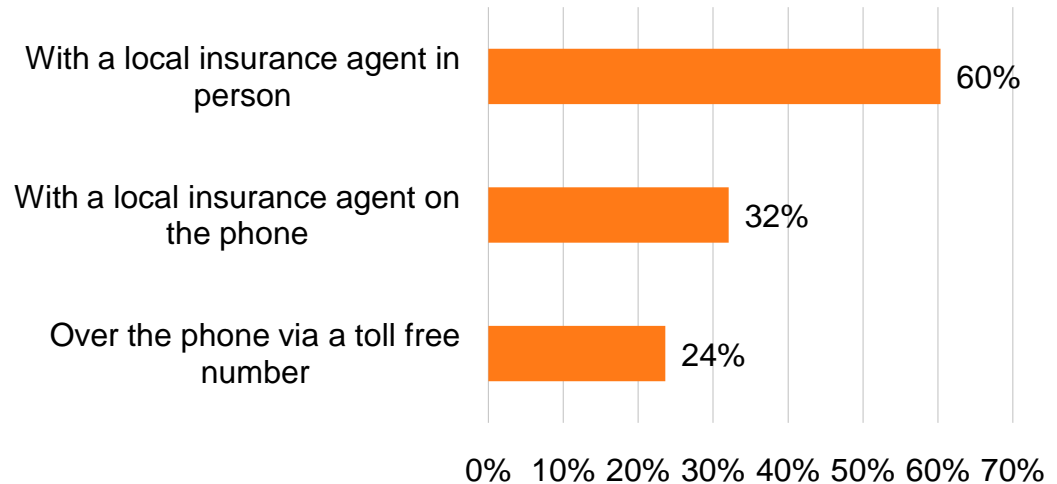


In fact, almost ¾ of online quoters who don't buy online say they purchased offline after quoting online.

Have you ever purchased auto insurance offline after receiving a quote online?

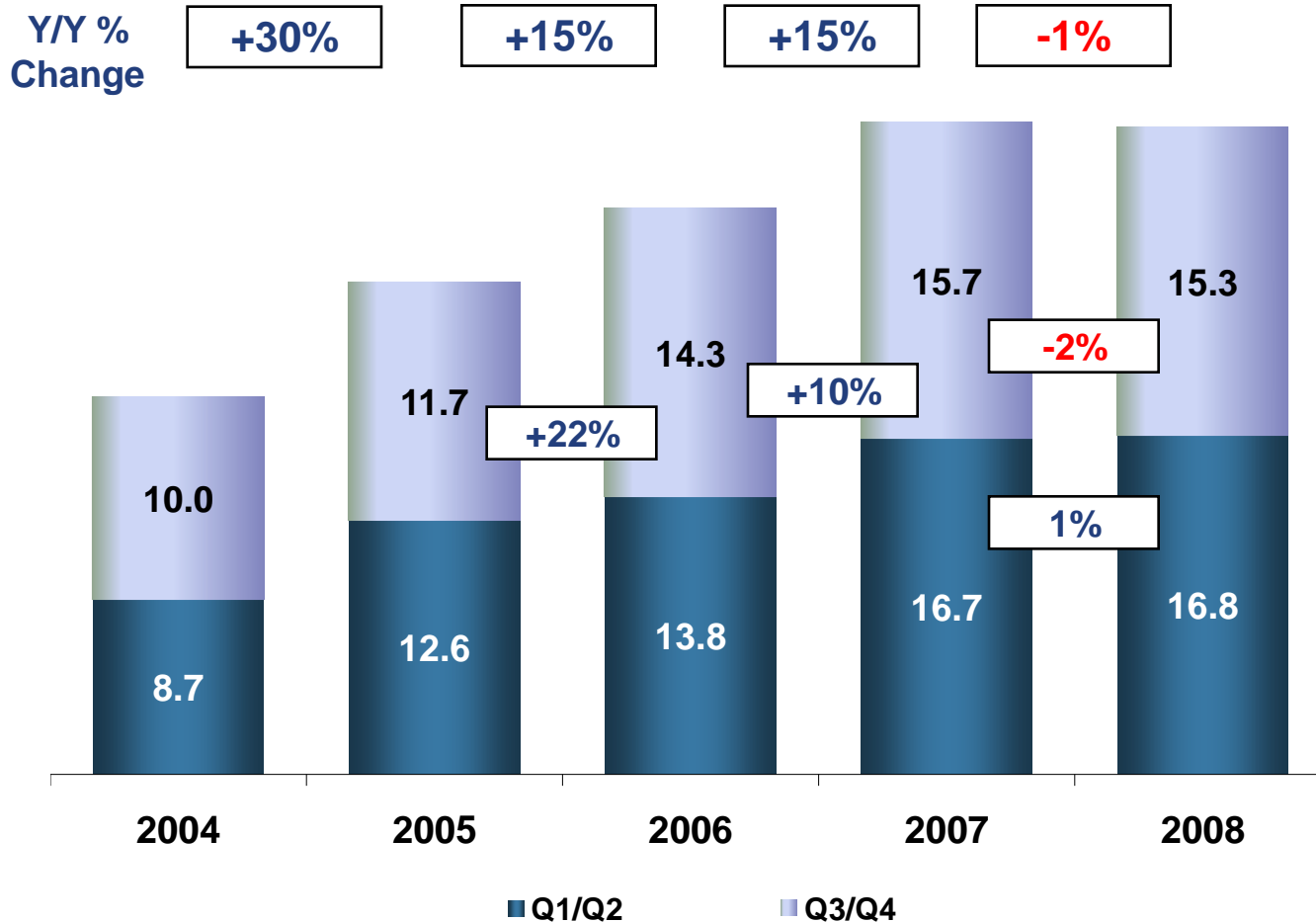


In which of the following ways have you purchased auto insurance, soon after receiving a quote online? (Select all that apply)



While online quoting growth was strong in past years, 2008 was flat.

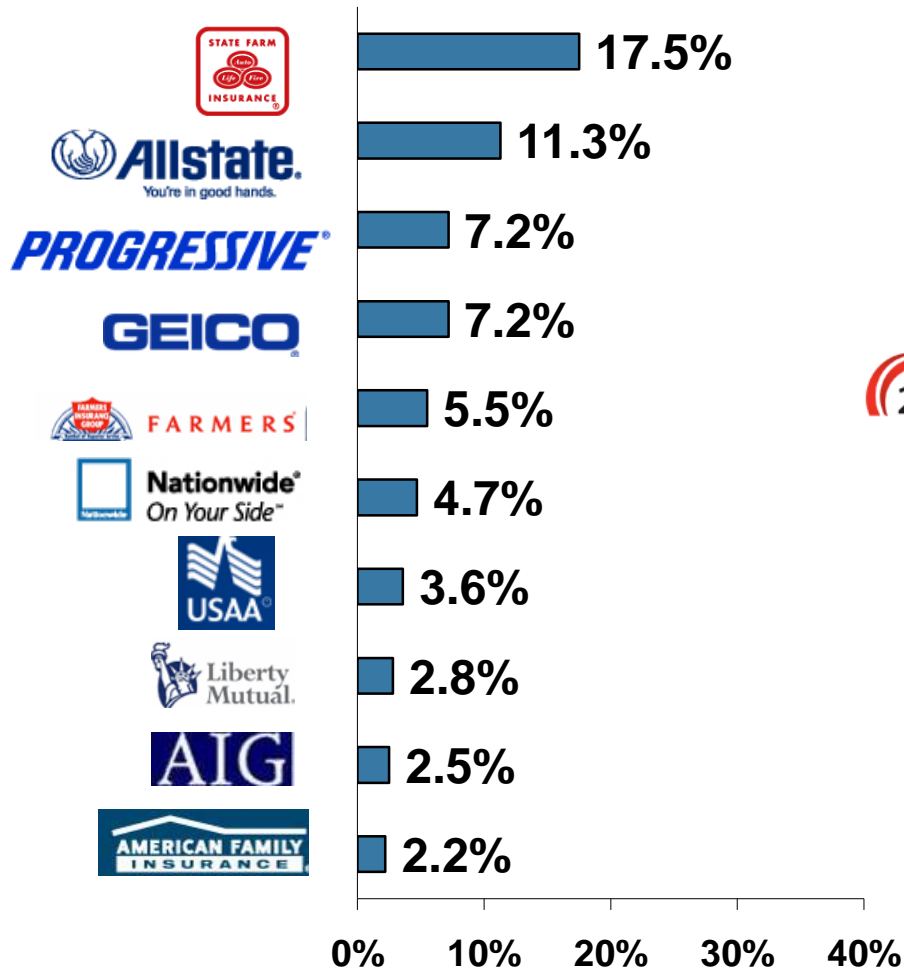
Annual Online Auto Insurance Quotes Submitted (Millions)



Source: comScore, Inc. Auto Insurance Benchmark

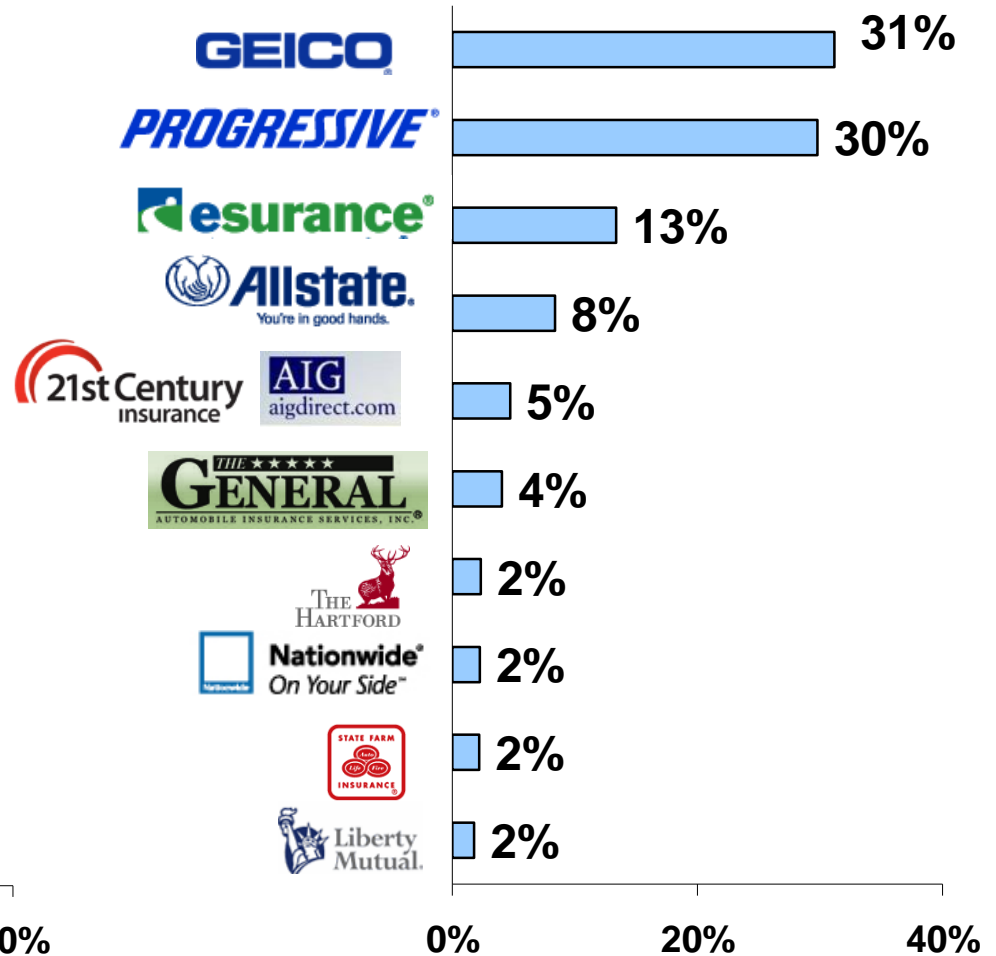
Online Auto Quoting versus Market Share: The Major Online Players Differ from the Offline

■ % of US Auto Insurance Premiums - 2007



Source: Insurance Information Institute

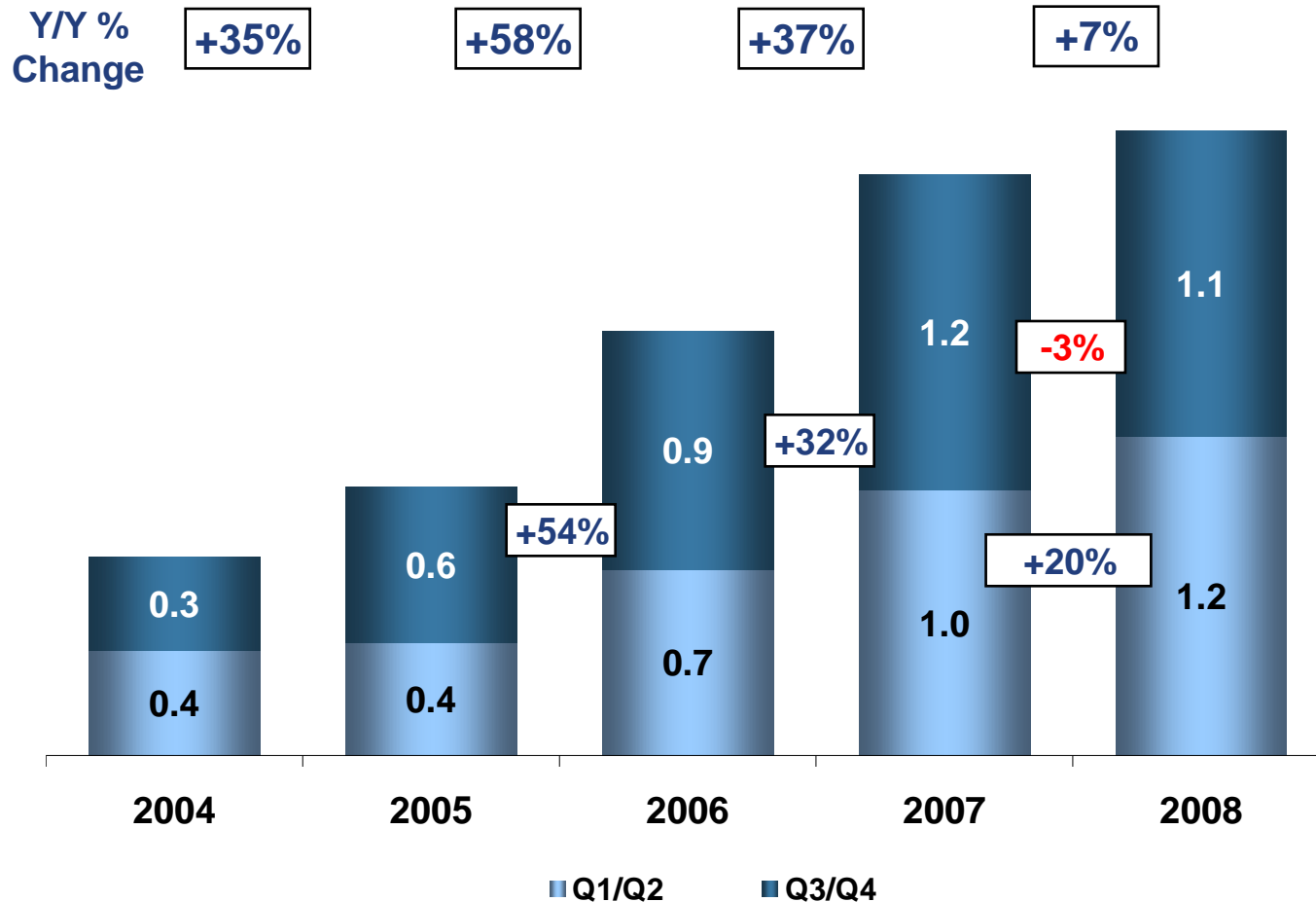
□ % of Online Quotes Submitted 2008



Source: comScore, Inc. Auto Insurance Benchmarker

Online policy sales were up in 2008, but not with the same double-digit growth as in the past.

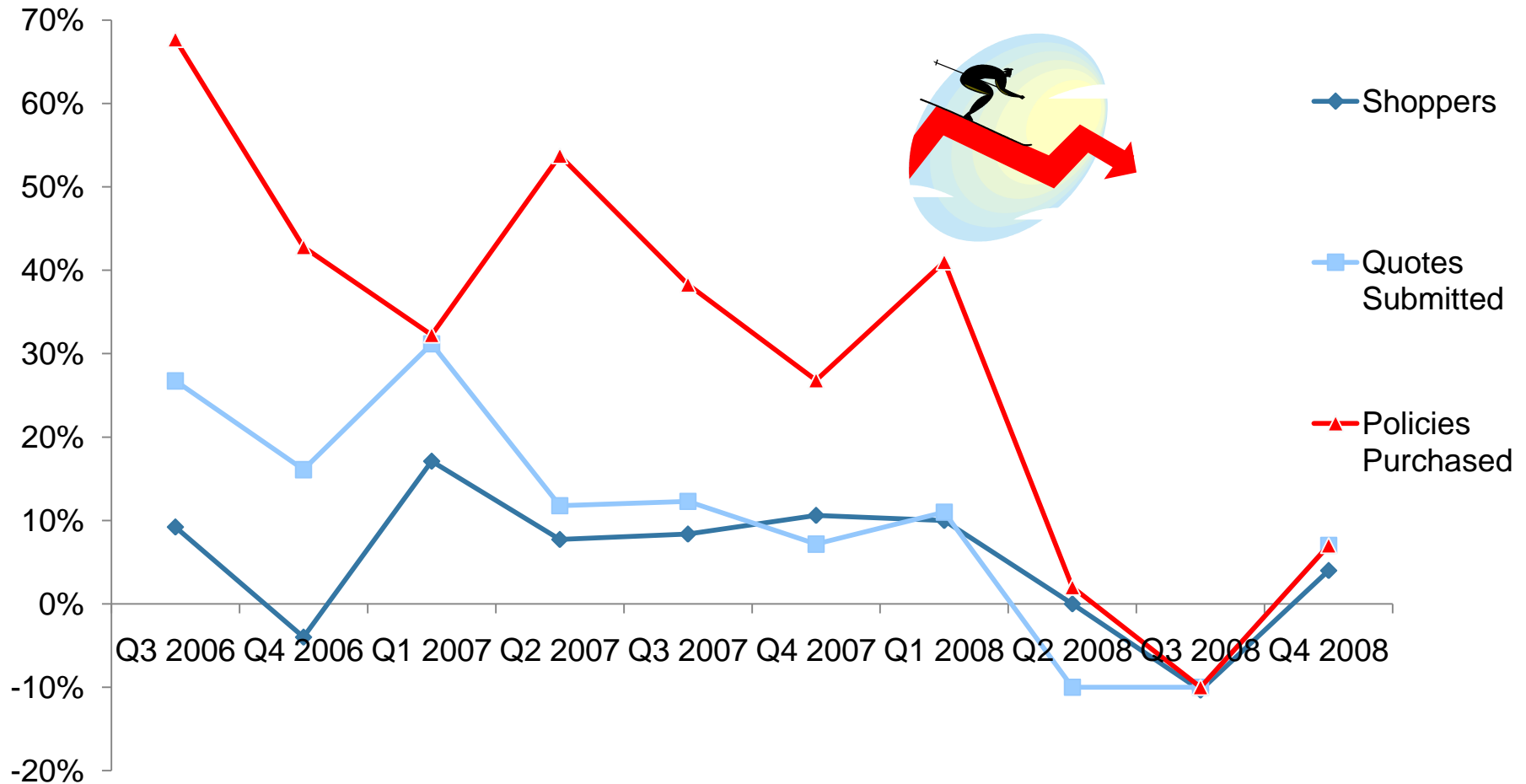
Annual Policies Purchased (Millions)



Source: comScore, Inc. Auto Insurance Benchmarker

Looking at online shopping data in more detail can help you better understand and predict demand.

Year over Year Growth Rates Trended

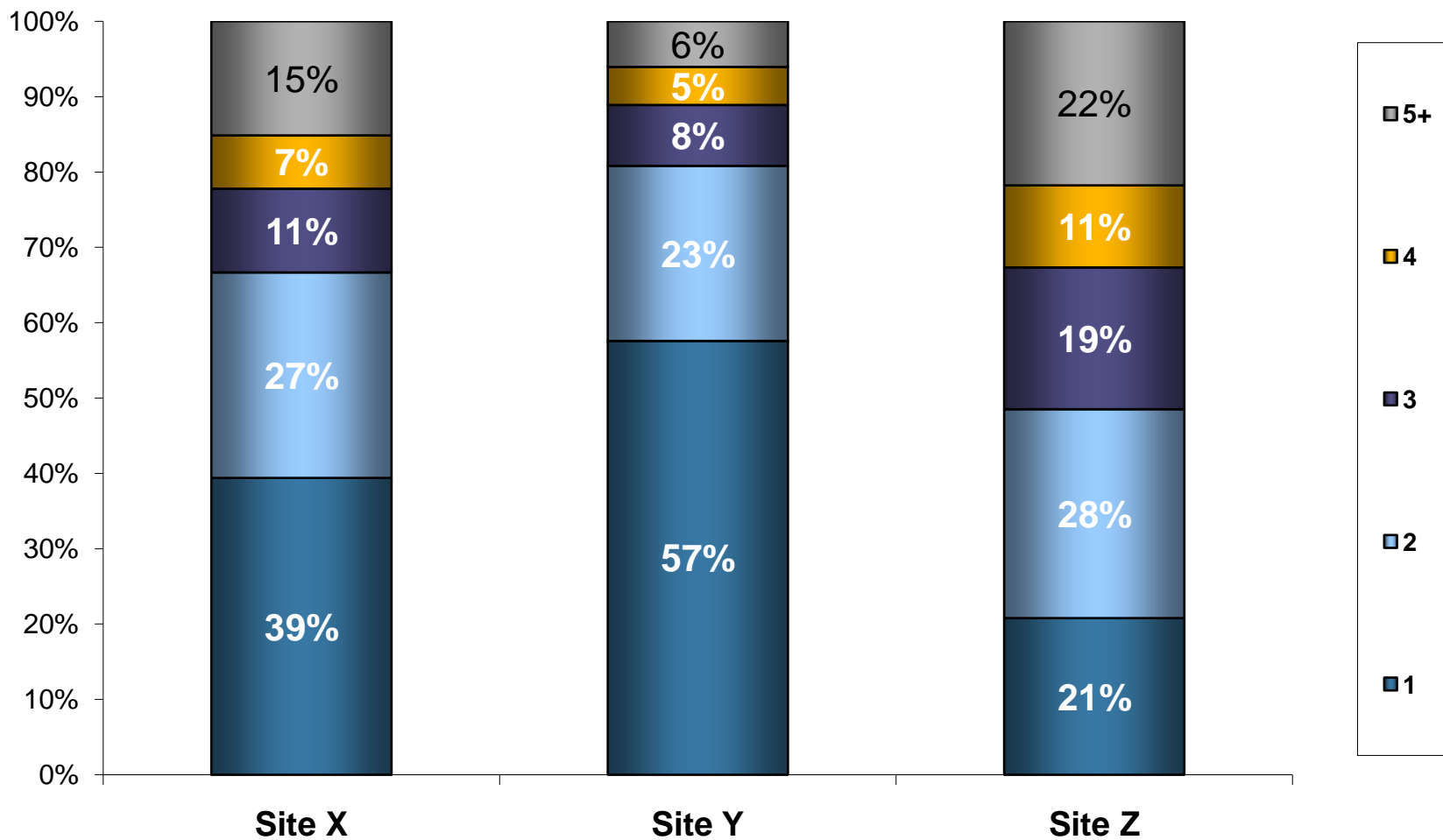


Source: comScore, Inc. Auto Insurance Benchmarker

- comScore & Data Introduction
- Online Landscape
- An Interesting Analysis of Consumer Interaction with Online Quotes
- What else can I do with this data? What questions can I answer?

In the second half of 2007, shoppers at Site Z were much more likely to see more than two prices.

Number of Prices Seen Per Shopper
July to December 2007

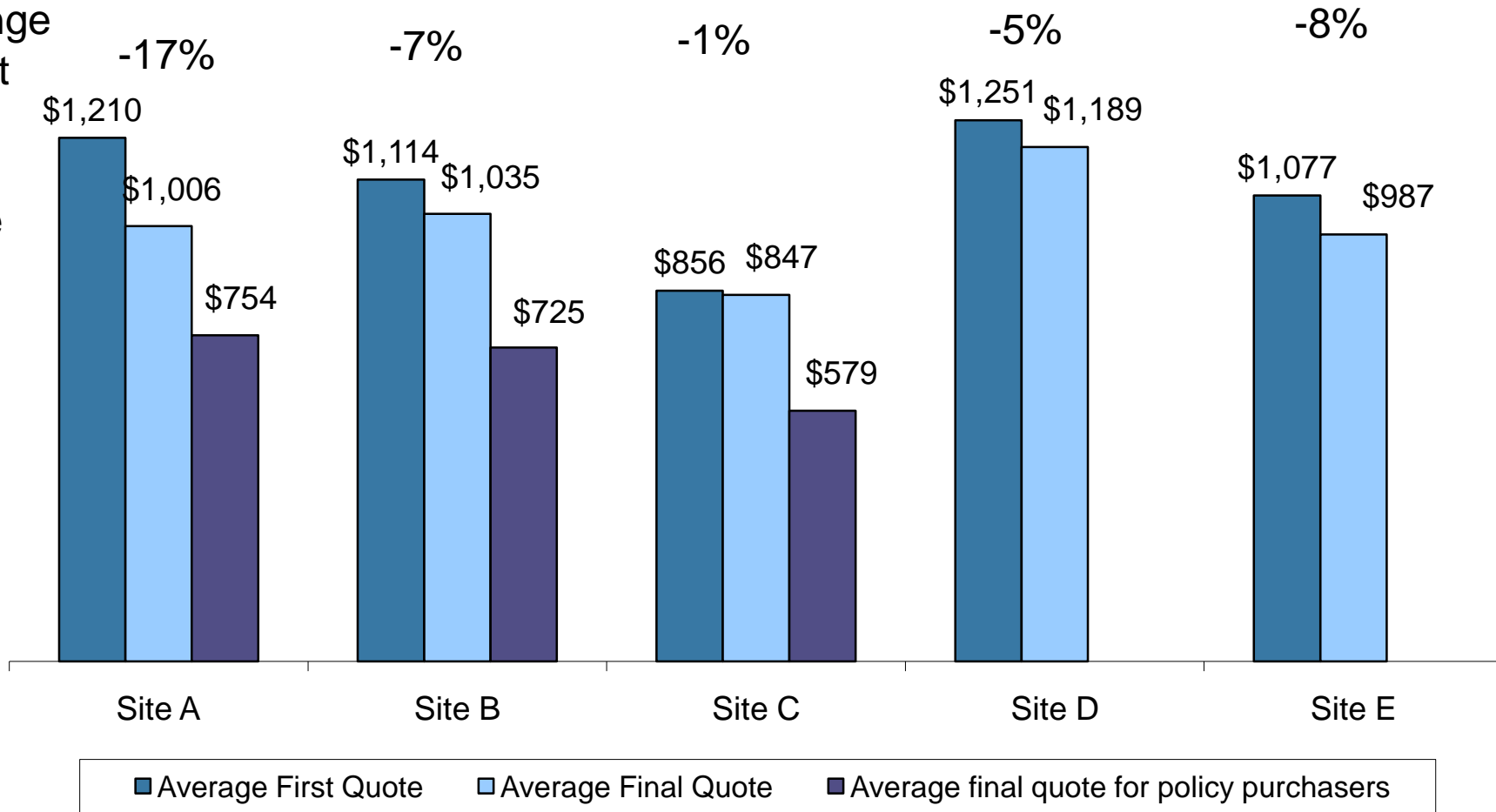


In the second half of 2007, Site A had the highest drop in first quote to final quote price.

Average Quote Price
July 2007 to Dec 2007

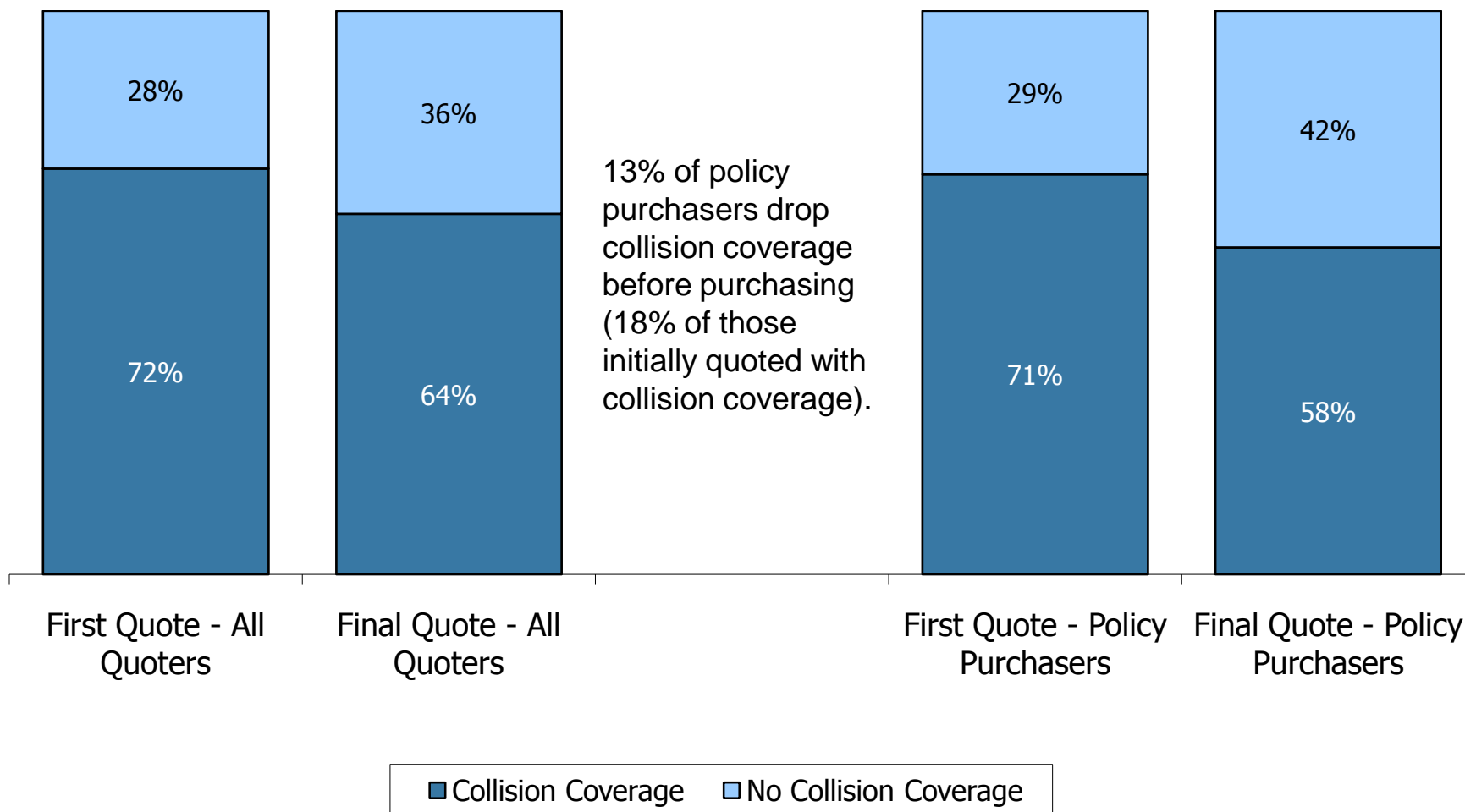
60% of changes to a quote result in a lower premium.

% change in first and final quote



A significant percentage of policy purchasers drop collision coverage before purchasing.

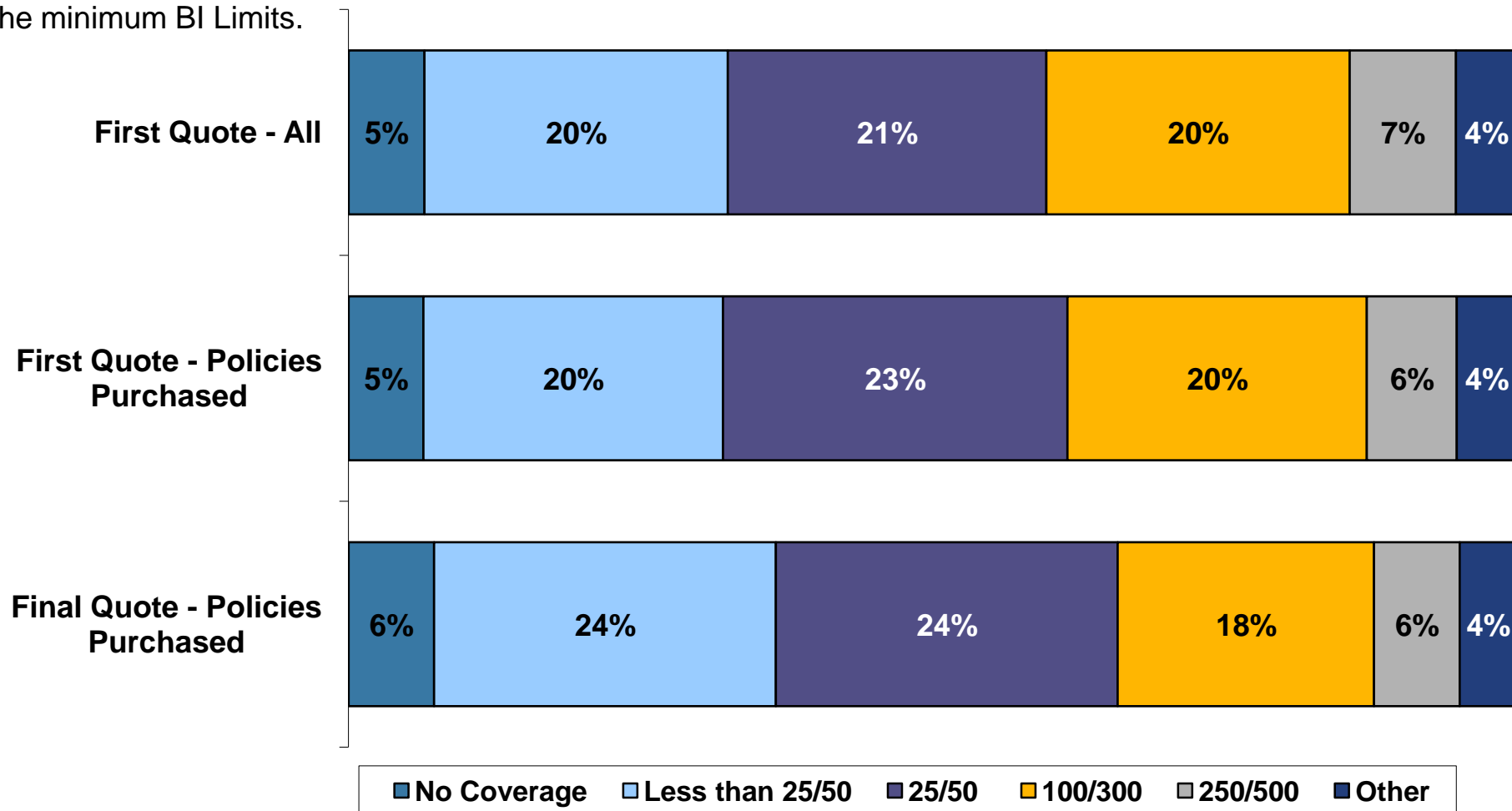
Quotes with/without Collision Coverage– July 2007 to Dec 2007



Not a lot of policy purchasers change BI limits in their quote.

Only about half of policies purchased online have more than the minimum BI Limits.

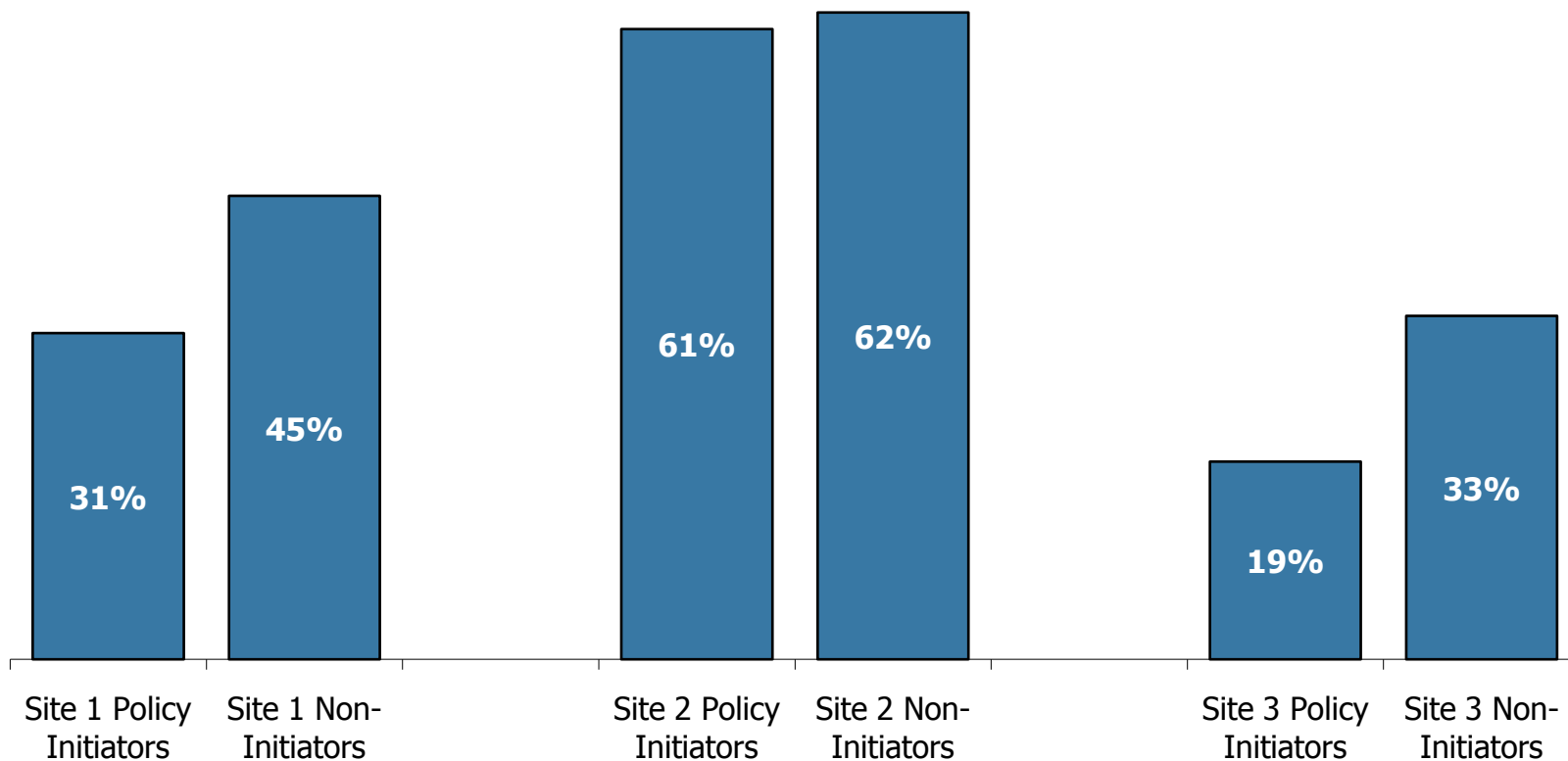
**BI Limits - First & Final Quotes
July to Dec 2007 Quote Detail Data**



Online Policy Purchasers are likely to customize their prices prior to purchasing.

% of Quoters whose Final Package is the Default
Q1 2008

% of Shoppers

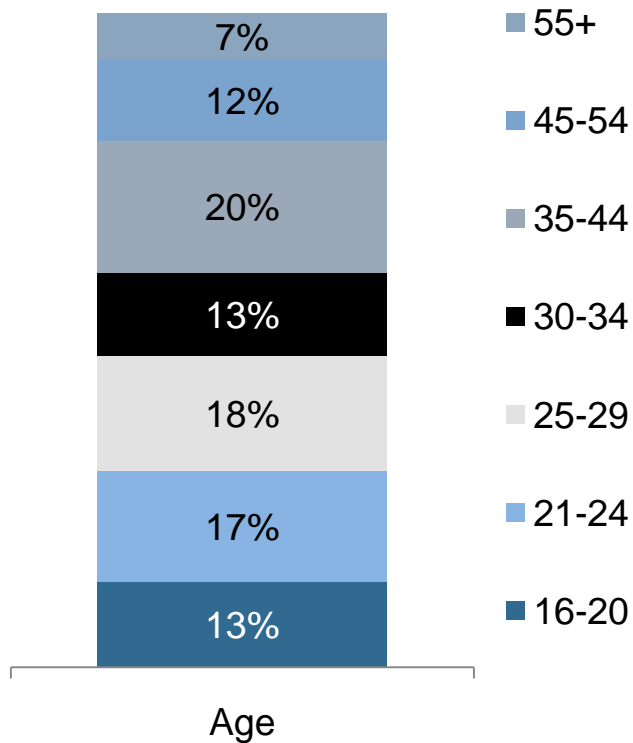


- comScore & Data Introduction
- Online Landscape
- An Interesting Analysis of Consumer Interaction with Online Quotes
- What else can I do with this data? What questions can I answer?

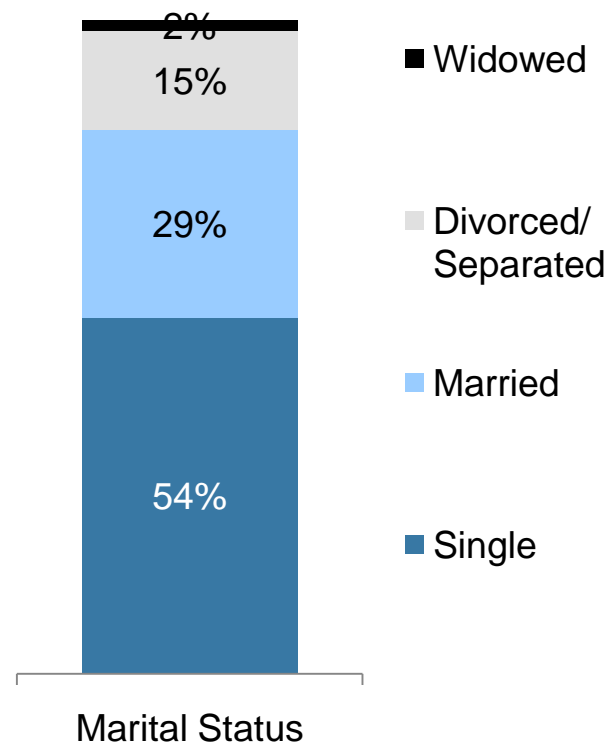
Who is out there shopping?

Over half of online quoters are single, and almost half are under age 30.

Quoter Age 2008



Quoter Marital Status 2008

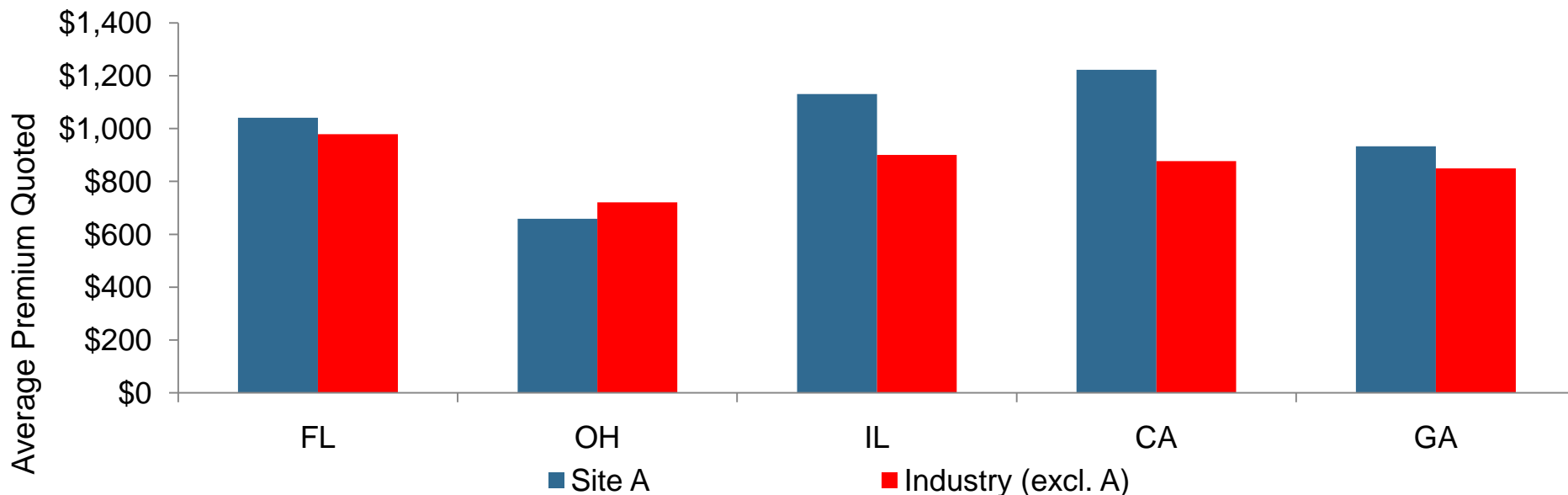


How does this differ by competitor?
Is it changing over time?

What states are my prices most competitive in?

At a high level, company A is more competitive in Ohio and less so in Illinois and California.

Average Final Quote Price for Top States
Aug 07 – June 08



Company A is higher than the Industry average by 26% in IL and 39% in CA. Company A is lower than the Industry average in Ohio. A deep dive into the data can identify where the differences are – zip codes, drivers, vehicles, coverages, etc.

Should we push automatic payment? How much of a discount should we give for pay in full, or for auto payment? Should we charge extra for monthly billing?

GEICO's New Policy Purchase Page Pushes Automatic Payments

GEICO Search

You're almost done Step 1 Step 2 Step 3

Purchase for: [Location: VA, 22301] Retention ID: 080509C5808424

Payment Options

There are many ways to pay for your 6 month premium of \$756.15

Please select a payment plan that works best for you.

Payment Options:

- Monthly Payments \$193.04 down, next payment \$145.78
- Pay in Full \$756.15 due today
- For more options

For exact payment amounts and dates, [click here](#).

If you pay your premium in installments, each installment may be subject to an additional fee.

Payment Method

- Credit or Debit Card
- Electronic Check

Electronic Check

First name of the account holder: [input]
Middle initial of the account holder: [input]
Last name of the account holder: [input]
Suffix of the account holder: [input]

[Check sample](#)

Your bank routing number: [input]
Your checking account number: [input]

Direct-Pay

Direct-Pay is GEICO's automated payment plan. Once you enroll in Direct-Pay, your auto insurance premium is automatically deducted from your checking account.

I would like to enroll in Direct-Pay. ?

Electronic Forms Delivery

Need Help? 1-800-841-5660 [Click For Call](#)

[Can I use more than one form of payment?](#)
[What if I don't have a checking account, credit card, or debit card?](#)
[Can I choose when my down payment is processed?](#)
[Tell me more about eBill](#)
[Tell me more about ePolicy](#)
[What is Recurring Card Payments?](#)
[What is Direct-Pay?](#)

GEICO Search

You're almost done Step 1 Step 2 Step 3

Purchase for: [Location: VA, 22203] Reference: [input]

Submit Payment

Thank you you have selected a 6 month premium of: \$597.57

GEICO offers many ways for you to pay for your premium. Please select a payment plan that works best for you.

Payment Options:

- Monthly (Requires automatic payment deductions from either your credit card or checking account) \$103.60 down, next payment \$ 103.60*
- Pay in Full \$597.57 due Today
- To see and select more payment options

*For exact payment amounts and dates, [Click here](#). If you pay your premium in installments, each installment may be subject to an additional fee.

Payment Method

- Credit or Debit Card
- Electronic Check

Your payment will be processed after a few more steps.

[Continue](#)

Prefer to talk to an agent? Call us anytime at 1-800-841-5660

or if you like, you can:

- Chat online
- Have us call you

[Can I use more than one form of payment?](#)
[What if I don't have a checking account, credit card, or debit card?](#)
[Can I choose when my down payment is processed?](#)
[What is EFT \(Electronic Funds Transfer\)?](#)
[Tell me more about eBill](#)
[Tell me more about ePolicy](#)
[What is Recurring Card Payments?](#)

cybertrust | VeriSign

Questions or problems? [Click here](#) or call us anytime at 1-800-841-5660. Your reference number is: 066119R0521567

© 2006 - 2008 GEICO. [Terms of Use](#) | [Privacy Policy](#) | [Sitemap](#)

Should we enter a new state? Has our competitor been successful there?

Progressive Quotes in Massachusetts

Progressive in Massachusetts

	Initiations	Submissions	Conversion
May and June 2008	113,000	99,000	88%

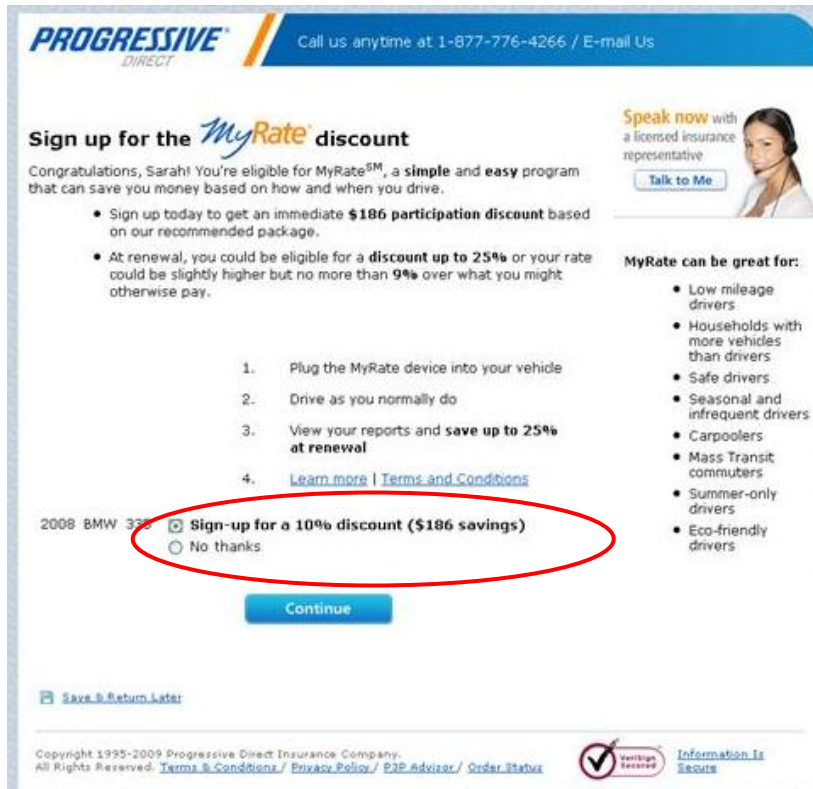
Also, what type of consumers are shopping with our competitor in this state?

The screenshot shows the Progressive Direct website interface for Massachusetts. At the top, there are navigation tabs: GET STARTED, VEHICLES, DRIVERS, VIOLATIONS, and YOUR RATE. A banner reads "We're in Massachusetts" with a sub-headline "Get a quote in about 8 minutes from Progressive Direct". Below this is a form with fields for First name, Last name, Mailing address, City, Middle initial, Suffix, Apt./Room #, and Zip code. A "Privacy Disclosure" section follows, with a checkbox for "I have read the Privacy Policy, the 6 Month Policy Disclosure, and the information about the use of consumer reports." A "CONTINUE" button is at the bottom. On the right, a "Help Center" sidebar lists services: Accurate Quotes, Privacy Protection, Information Protection, and Comparison Rates.

Is a competitor's new product resonating with customers?

Progressive's MyRate Q4 2008

MyRate Discount In Quote Process



The screenshot shows the Progressive MyRate sign-up page. At the top, it says 'PROGRESSIVE DIRECT' and 'Call us anytime at 1-877-776-4266 / E-mail Us'. The main heading is 'Sign up for the MyRate discount'. Below this, it says 'Congratulations, Sarah! You're eligible for MyRateSM, a simple and easy program that can save you money based on how and when you drive.' There are two bullet points: 'Sign up today to get an immediate \$186 participation discount based on our recommended package.' and 'At renewal, you could be eligible for a discount up to 25% or your rate could be slightly higher but no more than 9% over what you might otherwise pay.' A 'Talk to Me' button is next to a photo of a representative. A list of benefits for MyRate is shown: 'MyRate can be great for:' followed by 'Low mileage drivers', 'Households with more vehicles than drivers', 'Safe drivers', 'Seasonal and infrequent drivers', 'Carpoolers', 'Mass Transit commuters', 'Summer-only drivers', and 'Eco-friendly drivers'. A numbered list of steps is provided: '1. Plug the MyRate device into your vehicle', '2. Drive as you normally do', '3. View your reports and save up to 25% at renewal', and '4. Learn more | Terms and Conditions'. At the bottom, there is a selection area for a 2008 BMW 330i with two radio buttons: 'Sign-up for a 10% discount (\$186 savings)' (which is selected and circled in red) and 'No thanks'. A 'Continue' button is below the selection. At the very bottom, there is a 'Save & Return Later' link and a footer with copyright information and links for 'Terms & Conditions', 'Privacy Policy', 'PDP Advisor', 'Order Status', and 'Information Is Secure'.

In Q4 2008, 208K Visitors saw the MyRate discount page in the quote process.

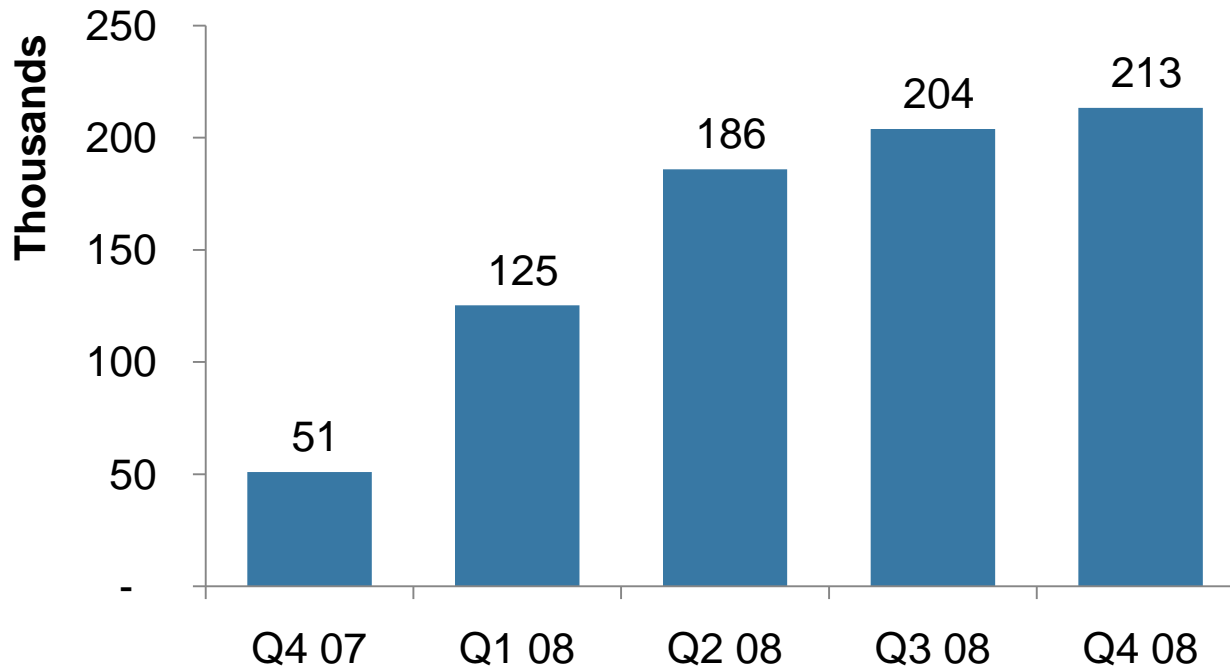
How many people choose to sign up? Who is signing up?

Who are the emerging competitors I should be most worried about?

Quotes Initiated – Travelers.com

Q/Q %
Change

-	148%	46%	10%	5%
---	------	-----	-----	----



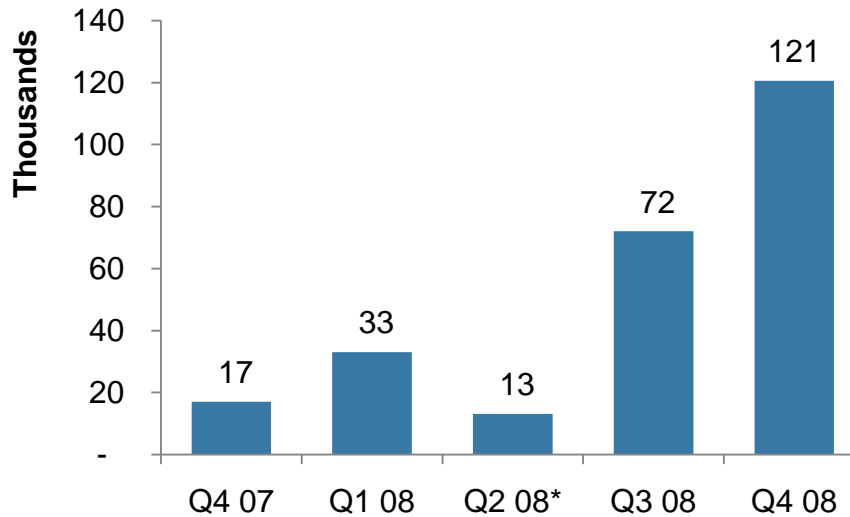
Are new competitors succeeding in particular states?

■ Quotes Initiated

Are my competitors trying to steal one of my target demographics?

Allstate Started Advertising Online For Miallstate.com in August 2008 and saw a large jump in traffic to the site.

miallstate.com – Unique Visitors



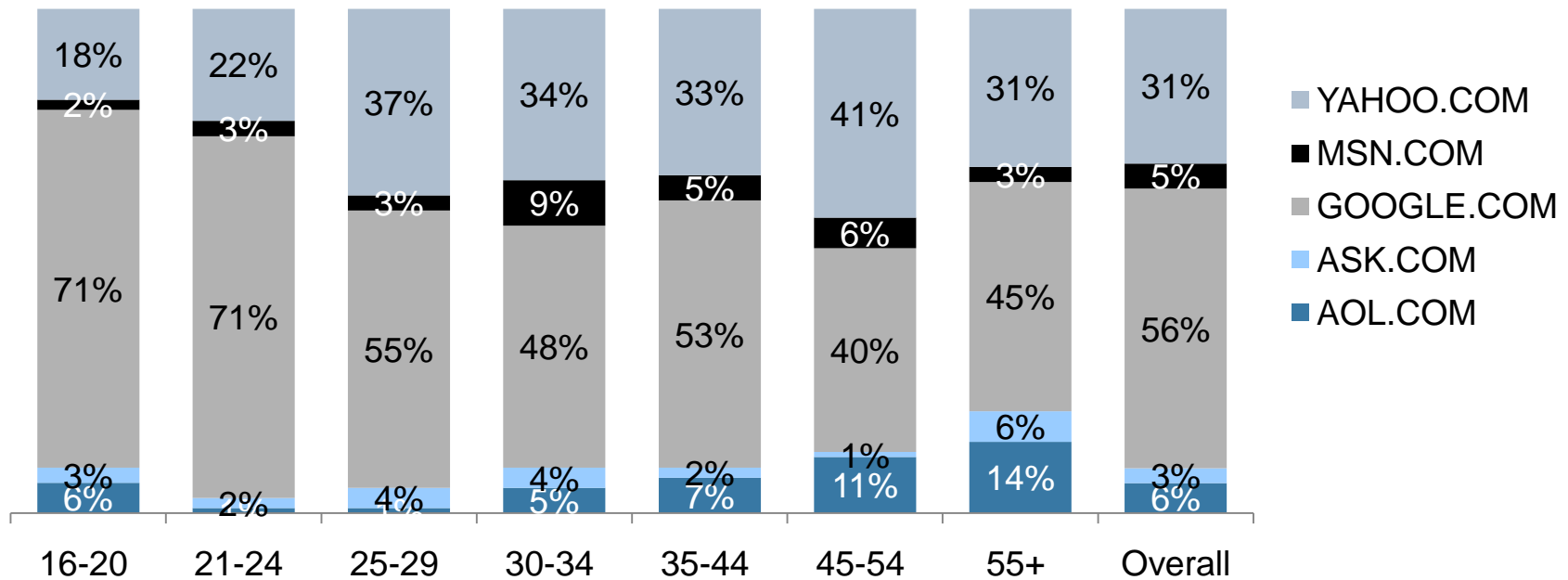
*small sample size



Where can we find profitable customers?

If you're looking to find a higher instance of older quoters, Google would be the wrong choice.

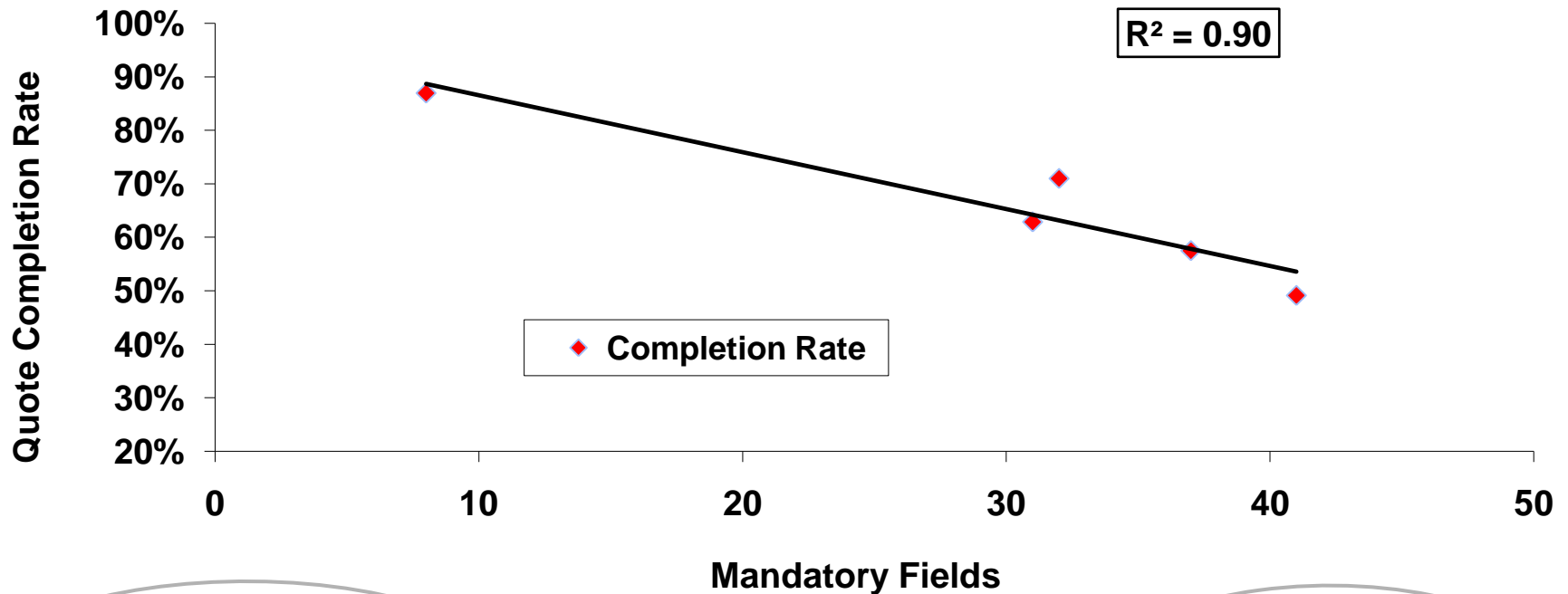
Search-Referred Quotes by Age of Quoter 2008



Do better customers click on paid links or natural links? What terms do they search on?

The holy grail: Can we provide prices online without asking questions about every rating variable? More questions = More people dropping out

Quote Completion Rate vs. # of Mandatory Fields – Q4 2008



Actuary:
We have to ask all
of these questions!



Marketer:
We can't ask so
many questions!

- What are the impacts of rating variables we don't use (for example, education, occupation, homeownership) on competitor prices?
- How are competitors using different companies to segment risk?
- How do my competitors treat different lengths of gap in coverage?
- What are my and my competitor's customers' interests, passions, and lifestyles?
- ...and many more!

- In short, the internet provides a wealth of data that you can use for a wide variety of analyses in many areas

- I would love to hear your thoughts and questions

Susan Engleson

comScore, Inc.

703-438-2109

sengleson@comscore.com

- Thank You!