

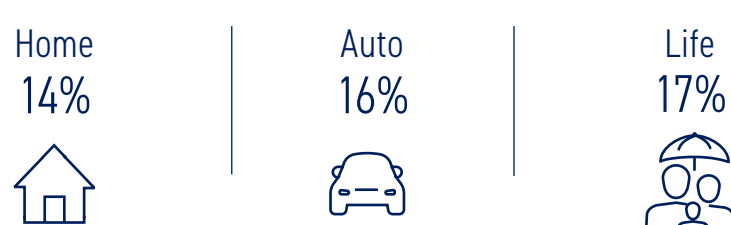


ADD LOYALTY PROTECTION

Data reveals: advertising is insurance to secure and to sway consumers

While auto and homeowners insurance are experiencing record-high customer satisfaction,¹ you can't get complacent with today's Dynamic Shoppers. They are always interacting with media and are greatly influenced by advertising. Our research² may help you spin and personalize your campaigns to inspire loyalty and new customer acquisition.

IN THE MARKET TO SHOP AROUND FOR INSURANCE



REVIEW/RECONSIDER PERSONAL INSURANCE:*

	How often	Prompted by interesting ads
AUTO	32% once/year 30% haven't reviewed in many years	10% of all consumers 16% parents 19% millennial parents
HOME	32% once/year 31% haven't reviewed in many years	9% of all consumers 19% parents 28% millennial parents
LIFE	19% once/year 48% haven't reviewed in many years	10% of all consumers 17% parents 20% millennial parents

*Base: Among respondents who have these specific types of insurance

TOP QUALITIES VALUED IN AN INSURANCE PROVIDER



"EASE" MAY HELP YOU SWAY >>>

25% of consumers stick with an insurance company they aren't happy with because it seems too complicated to switch

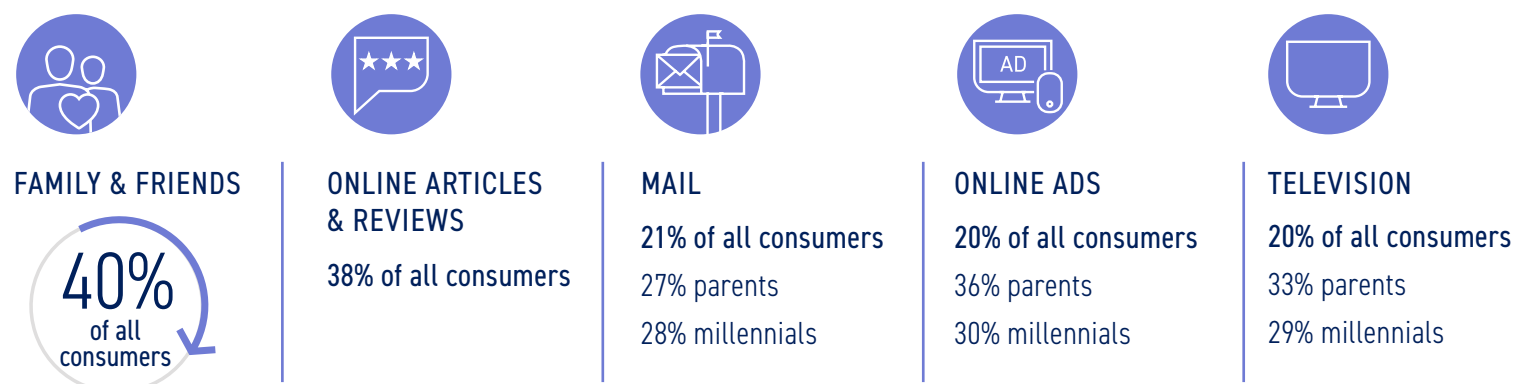
41% parents
36% millennials
47% millennial parents

RESEARCHING THE BEST MOVE TO MAKE*



*Base: Among respondents who switched insurance carriers in the past year

Most valuable resources for researching personal insurance coverage options



CROSS-CHANNEL MEDIA & PERSONALIZATION



Source: 1. J.D. Power 2018 U.S. Auto Insurance Study and 2018 U.S. Home Insurance Study; 2. The Valassis Awareness-to-Activation Study; survey fielded 7/27/18 to 9/28/18 to over 1,700 respondents, balanced by age and gender to U.S. Census demographic profiles. Parent = has child under age 18 in HH; Millennial = born between the years 1982 - 1999