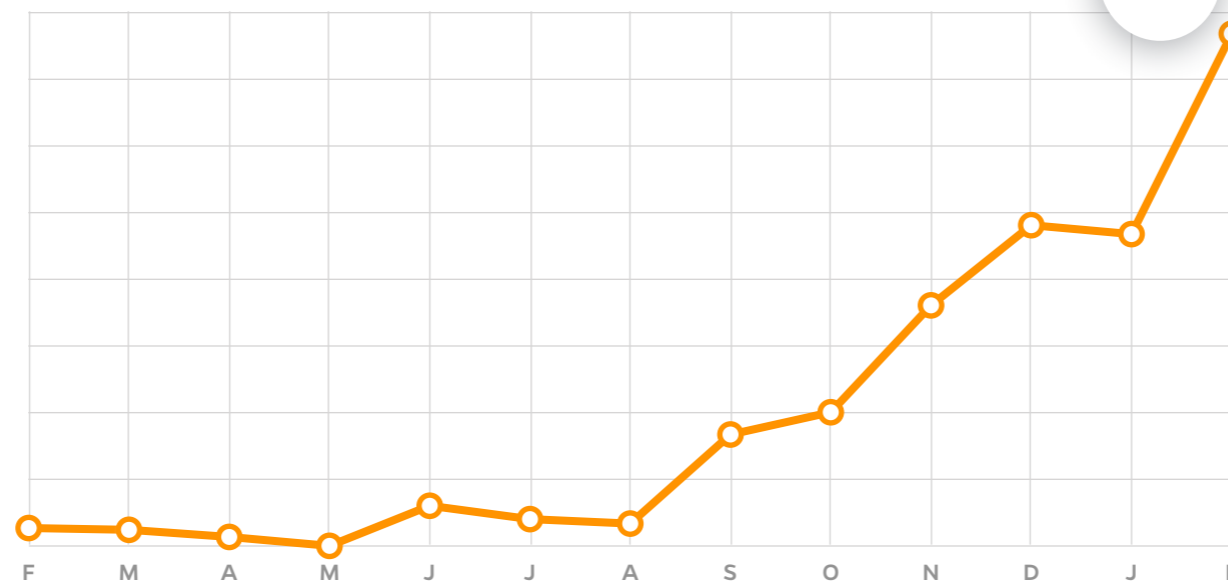


# Increasing Leads, Spend, While Decreasing CPL

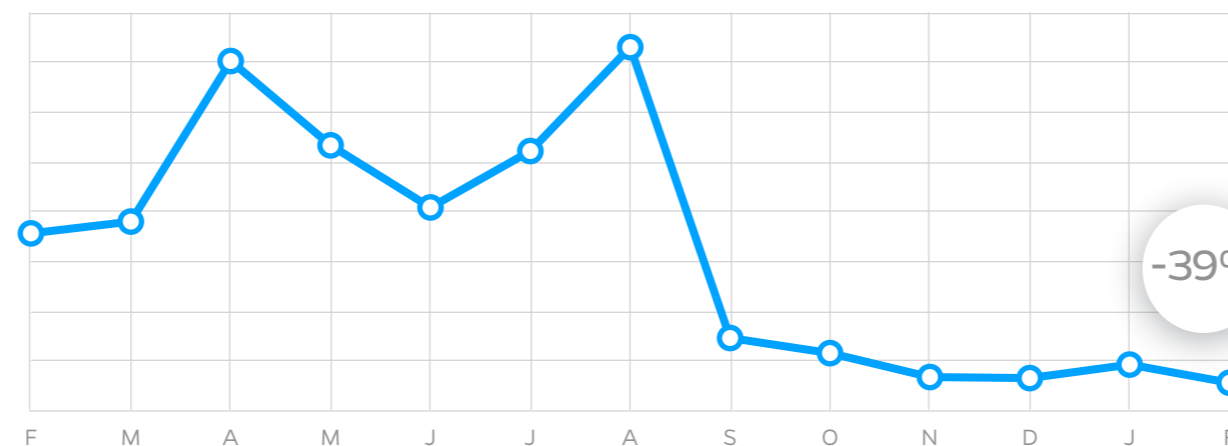
BUSINESS INSURANCE FOR SMALL AND MID-SIZED COMPANIES



MONTHLY QUOTES



COST PER QUOTE



## RESULTS

### PAID ADVERTISING

- ▶ Quotes up **436%**
- ▶ Cost per quote down **39%**

### SEO

- ▶ Organic sessions (US) up **215%** YoY
- ▶ Conversions up **390%**