

# How Allstate Agent Sandra Cook Decreased Her Average Cost-Per-Bind By 61% After Switching to EverQuote



With 2 offices, 23 producers and over 30 years running an award-winning insurance agency, Sandra Cook has worked with a range of lead vendors with varying degrees of success. After years of using internet leads with low purchase intent and poor contact and bind rates, Sandra shifted her focus to warm transfer calls, but the overall cost per bound policy was high. Looking for alternatives, Sandra turned to EverQuote. Her EverQuote Agency Business Consultant evaluated her robust staff and operational capabilities and suggested she shift away from her current warm transfer vendor and towards EverQuote data leads. As a result, her cost per bind has dropped significantly and she continues to see impressive results.

*“EverQuote just has a great data lead. When we call people, they remember that they filled out the information and asked for a quote. When you fill out 40 pieces of info, you tend to remember it. And I love the fact that we can get a good, consistent volume of them.”*

When Sandra made the switch to EverQuote, one of the first things she noticed was that, unlike other lead vendors, EverQuote assigned her a dedicated Agency Business Consultant to become her business partner. After taking a deep dive into her business operations, processes, and data, Sandra’s Business Consultant made a number of ROI-focused recommendations. Based on his recommendations, Sandra shifted spend away from her warm transfer vendor and towards EverQuote data leads since they are: high intent, rich with consumer information, delivered in real-time, high in conversion, and less expensive than the warm transfer calls she was purchasing with other vendors.

Since partnering with EverQuote and making the strategic switch to focus on high-quality data leads, Sandra has recognized some impressive results. First, with the help of her Business Consultant, her team’s average quote rate for EverQuote data leads has improved to 16% and their bind rate improved to 13%. Most importantly, Sandra’s cost per bind is down by 61% overall. She’s now spending hundreds of dollars less for each new bound policy, thanks to her partnership with EverQuote. By continuing to work with her Agency Business Consultant and leveraging EverQuote-provided trainings and best practices, Sandra expects her bind rate will continue to improve and further drive down her cost per bind. And she now supplements her data leads with EverQuote’s best-in-class warm transfers, embodying a truly successful multifaceted strategy.

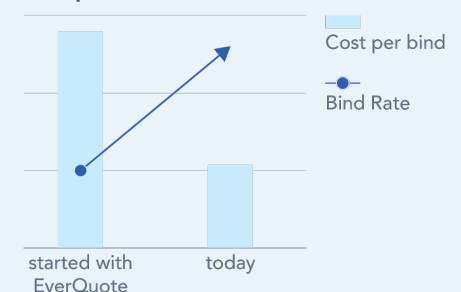
## The Bottom Line: Sandra Cook Allstate and EverQuote

**60%** decrease in cost per bind since working with EverQuote Data Leads

**16%** Overall Quote Rate on all EverQuote data leads

**55%+** of EverQuote-sourced business are multi-line policies

Cost per Bind & Bind Rate



# GROW YOUR BOOK LIKE A **PRO**

More people than ever are shopping online for insurance—74%, according to a recent J.D. Power study. EverQuote gives you the tools to tap into the nation’s largest online insurance marketplace and connect with the millions of consumers who visit our website every month. Just select the client profile you want, their location, the hours you’re available and how many prospects you want delivered to you each day. We deliver them in real time to your lead management system or email inbox – it’s that simple.



## Pick The Client Profiles That Fit Your Needs

We give you finely tuned risk profiles, locations down to the specific zip code and adjustable lead caps and hours of operation.



## We Source and Qualify High Intent Consumers

We have millions of consumers visiting our site every month—more than any non-carrier website in the industry.



## You Get Qualified Prospects in Real-Time

Each and every referral that EverQuote sends to an agent happens in real-time as the consumer searches for quotes.



## We Help You Succeed & Bind More Business

Our Customer Success Managers are here to help you succeed with best practices and personalized recommendations.

### Key Features

- ✓ Real-Time Delivery
- ✓ Multiple Client Risk Profiles
- ✓ Adjustable Volume Caps
- ✓ Unlimited Pausing
- ✓ Dedicated Customer Support
- ✓ Zip Code-Level Targeting
- ✓ Custom Delivery Hours
- ✓ Simple Self Serve Returns<sup>1</sup>
- ✓ Direct LMS Integrations
- ✓ Get Started in Minutes
- ✓ No Long-Term Commitment

<sup>1</sup>Subject to restrictions

### Lead Types



#### Auto

Every EverQuote Auto prospect completes an extensive form with everything you need to quote them. Pick your client based on filters including home ownership, self-reported driving record, age, and prior coverage.



#### Home

EverQuote gives agents two distinct consumer profiles that match common underwriting requirements. Each Home prospect must complete a 20-point form on EverQuote websites and are referred in real time.



#### Life

Financial advisors and agents can choose between 3 consumer profiles that align with standard life insurance underwriting requirements. Consumers all complete a 24-point form before being referred.