

Case in Point: Building a Central Marketplace for Distributed Leads

SPEAKERS:

- Blair Baldwin, Senior VP, Marketing & Analytics, Goji (formerly Consumer United)
- David Williams, Agent/Owner, Allstate
- James Riebel, Executive VP, Software Solutions, Underground Elephant

Lead Sponsor



Gold Sponsors

ALLWEB LEADS



CITRIX
GoToMeeting

Introduction

- *What is a Lead Marketplace?*
- *How do they fit into the LeadGen ecosystem?*
- *What are some real world examples of functioning marketplace systems?*
- *What do Marketplaces do for their users? For the industry?*

The Challenge

- *Disparate lead buying*
- *Price variability = Inconsistent ROI*
- *Lack of oversight, control*
- *Analytics and closed loop reporting inefficiencies*
- *Compliance risk*

The Solution

- **Centralized all lead purchasing activity**
 - *All vendors, one place*
- **Multiple lead types**
 - *Calls, leads, mailing lists etc*
- **Real time conversion tracking**
 - *Optimize vendor and targeting mixes on the fly*
- **Consistent pricing options across products**
 - *Reliable CPS*

Proven Examples

ebay Shop by category Search All Categories Search Advanced

My Feed Collections Motors Fashion Electronics Collectibles & Art Home & Garden Sporting Goods Toys & Hobbies Deals & Gifts

LIMITED-TIME EVENT
UP TO 50% OFF
AUDIO
Free Shipping

Get yours now **ebay deals**

- Store SoundLink Mini Bluetooth® Speaker **\$199.00**
- Beats by Dr. Dre Monster DobbyBeats In-Ear Headphones with Comfortable Dobby Beats **\$39.99**
- Beats by Dr. Dre Studio Clean Ear Headphone with Active Noise Cancellation **\$99.99**

IT WON'T HURT TO LOOK

Today's Top Collection
Dive Right In

Shop for a pair of oversized white heart-shaped sunglasses, a black bandeau bikini, or a pair of leather sandals with metallic golden straps—plus a black Emilio Pucci one-piece outfit swimsuit with a gold buckle.

15 items | \$8 - 279 | [Shop now](#)

HealthCare.gov Learn Get Insurance Log in **Español**

Individuals & Families Small Businesses All Topics Search Search

Still need health coverage?

FIND OUT IF YOU QUALIFY

for a Special Enrollment Period or Medicaid/CHIP

- Report income or life changes
- See plans and prices
- Small businesses: Apply any time
- Learn about fees & exemptions

Health Insurance Marketplace

HEALTH INSURANCE BLOG

- 05** Breathe easier with Medicaid and CHIP coverage
- 04** Knowing where to go for care
- 29** 4 ways young adults can get covered this summer

TOP CONTENT

- Getting coverage outside Open Enrollment
- Using your new insurance coverage
- Using your new Medicaid or CHIP coverage

CONNECT WITH US

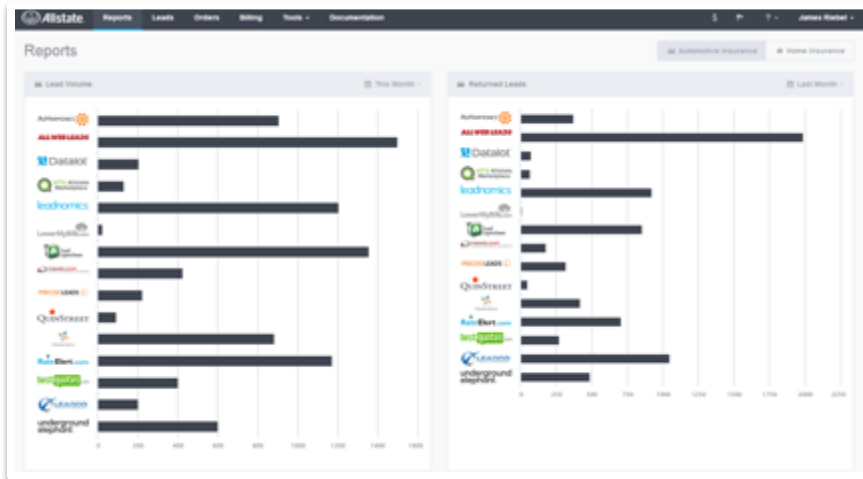
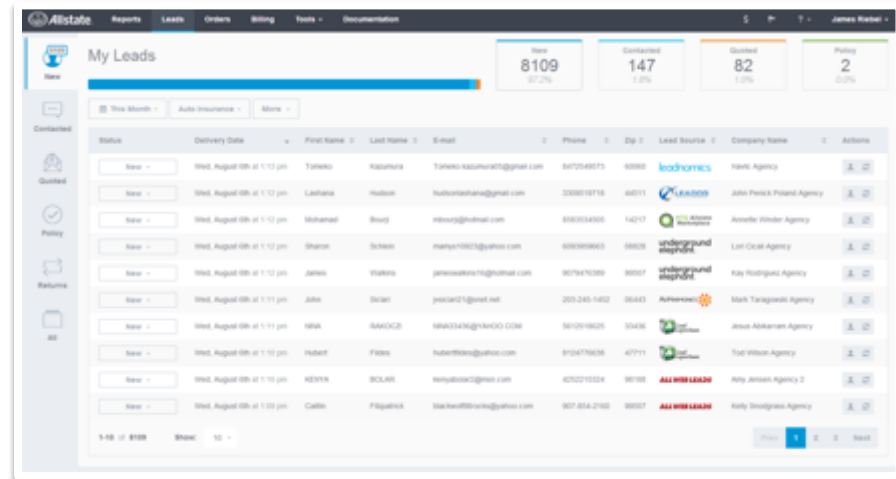
- Share Your Story
- Watch Videos
- Questions? Call 1-800-318-2596

Can you do this?

- *Do you buy leads?*
- *Do you distribute leads to a network of sales people?*
- *Do you purchase sales leads from multiple sources?*
- *Do you have real time conversion statistics?*
- *Can you easily optimize your sourcing mix without labor?*

LeadGen Example

- In 2014 Allstate Insurance, in conjunction with Underground Elephant, launched the industry's first carrier sponsored lead marketplace, The Allstate Lead Marketplace

The screenshot shows a 'My Leads' dashboard with summary statistics and a list of individual leads.

Summary Statistics:

- New: 8109 (97.2%)
- Qualified: 147 (1.8%)
- Qualified: 82 (1.0%)
- Policy: 2 (0.0%)

Status	Delivery Date	First Name	Last Name	E-mail	Phone	Zip	Lead Source	Company Name	Actions
New	Wed, August 06, at 1:13 pm	Tonyo	Kapurna	Tonyo.kapurna@gmail.com	8472449175	60000	leadonomics	NAI Agency	[X] [D]
New	Wed, August 06, at 1:12 pm	Lashara	Hudson	lasharashudson@gmail.com	330810718	60711	LeadsCon	John Perick Pooled Agency	[X] [D]
New	Wed, August 06, at 1:12 pm	Monahel	Shay	shay02@hotmail.com	880034305	14271	City Access Insurance	Amelia Pooled Agency	[X] [D]
New	Wed, August 06, at 1:12 pm	Shane	Schein	shane1982@gmail.com	608909665	60608	underground elephant	Lon Oral Agency	[X] [D]
New	Wed, August 06, at 1:12 pm	James	Waters	jameswaters7@gmail.com	907847039	98007	underground elephant	Katy Rodriguez Agency	[X] [D]
New	Wed, August 06, at 1:11 pm	John	Stark	johnstark1@gmail.com	205.245.7402	36043	Allstate	Mark Taragash Agency	[X] [D]
New	Wed, August 06, at 1:11 pm	WHA	SAKOD	WHA3436@SAKOD.COM	501218625	33436	LeadsCon	Anna Ashkanan Agency	[X] [D]
New	Wed, August 06, at 1:10 pm	Robert	Fiske	robertfiske@yahoo.com	9124776036	47711	LeadsCon	Ted Wilson Agency	[X] [D]
New	Wed, August 06, at 1:10 pm	KEVIN	SOULS	kevinsouls@allstate.com	4702210024	97108	Allstate	Wly Johnn Agency 2	[X] [D]
New	Wed, August 06, at 1:10 pm	Cedric	Filpatrick	cedricfilpatrick@yahoo.com	907.654.2160	98007	Allstate	Katy Swadlow Agency	[X] [D]

Let's talk about it...