



# MEDIA KIT 2018

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<https://CompleteMarkets.com/advertise>

## [CompleteMarkets.com](http://CompleteMarkets.com) - Where Insurance Goes to Network™

- ✓ CompleteMarkets is the preferred *digital distribution platform* for insurance products.
- ✓ We connect wholesalers to retail agents and brokers. We distribute your products & services.
- ✓ CompleteMarkets is the fastest growing professional network.
- ✓ Every year *billions of premium dollars* originate on CompleteMarkets. \$5.7 Billion annually.

### LEADING THE FIELD

- ✓ *Largest & most engaged full-contact email database* in the industry.
- ✓ Over 60% of the insurance industry's professionals can be found on CompleteMarkets. Most active member community – over 5 new discussions a day.
- ✓ Powerful, proven *Search Engine Optimized storefront methodology*. Build a storefront and it immediately drives search traffic (and leads).
- ✓ Tangible and demonstrated ROI reporting. *Track every single view, click, phone call.*
- ✓ *#1 Rated Support*. We take the work off your hands, and make marketing success attainable.
- ✓ Every lead/submission can be *pre-qualified, saving you time and energy.*
- ✓ All of our systems are in-sourced. We *constantly innovate and bring more value* to our members and advertising partners.
- ✓ *Remarketing* – our systems can be leveraged to target people that specifically showed interest in your products.
- ✓ **Bottom line – we drive measurable revenue and ROI.**

### YOUR ONE STOP MARKETING SERVICE PARTNER & PLATFORM

- ✓ [Advertiser Success Stories](#) & [Advertiser Case Studies](#)
- ✓ Estimated \$5.7B in annual premium originated from our network. [Here is a breakdown by major premium category.](#)
- ✓ [Targeted Mix Marketing](#) – actual data driven, automated precise targeting of recipients.
- ✓ [Care about SEO traffic?](#) Over 43% of our traffic is insurance professionals looking for markets and services.
- ✓ We track every inquiry, lead and submission. Application forms and attachments are secure. Read more about [our industry leading reporting and lead dashboard.](#)
- ✓ We can help you with finding [great talent for your company.](#)
- ✓ How do we stack up to our competition? We believe that we set the bar and lead the way, but here is a [basic competitor comparison chart.](#)
- ✓ Our professional network is the only one you need. Forget about LinkedIn, Facebook, Google+ and Twitter. We integrate with most of the popular social media sites and we bring you [targeted followers – active, targeted agents writing your preferred lines of business.](#)
- ✓ We boost your company's online reputation with [verified quality peer-peer and client reviews.](#)
- ✓ Here is a [simple infographic of how we do it.](#)

# Targeted Mix Marketing

This is a unique and proprietary automated targeting technology introduced specifically to the Insurance Industry by CompleteMarkets for its advertisers beginning in 3<sup>rd</sup> quarter 2017.

## How does Targeted Mix Marketing work?

Using various data capture points (clicks, views, content interaction) gathered by site usage and marketing campaigns, we created algorithms that automatically and dynamically (in real time) assign a 'Targeted Score' of the intended recipient of the advertisement. After further segmenting by state, insurance license type and other factors, our Targeted Mix Marketing is unmatched in the industry!

## How does Targeted Mix Marketing help advertisers?

It is the most effective way available in the world to pin point your message to the right audience. For example, if you are advertising your Liquor Liability Program, the system will be able to automatically deliver your message to the largest target audience of insurance agents that have shown high 'Targeted Scores' for that type of message.

## Is this for email marketing only?

The first iteration applies to email targeting only. We have already begun to work on blog notifications, on screen banner advertising, context sensitive messaging and other ways of leveraging the powerful data we gather.

## What is the 'Mix'?

Our campaign sizes are typically 50k recipients. Our algorithms will auto select the best targeted audience, then backfill with audiences with lower targeted scores, and then with new recipients. You can also specify the mix. For example – 60% Targeted, 40% new agents (people that have never seen a message from you).

## Why is this unique?

Targeting does not work without actual data patterns to analyze and segment. It takes years of gathering and storing data before the patterns become useful. In addition, the data is alive and breathing and changes every day. The complex algorithms we have developed interpret this data in a unique, proprietary and patent pending process that is not easily copied.

## As a CompleteMarkets Advertiser, how do I take advantage of this marketing technology?

We have completely automated the manner in which this process is handled. The complex algorithms handle the selection and segmentation. Our Marketing Advisors can fine tune the campaign based on your campaign goals, making slight adjustments to the 'targeted mix', but we have designed it to be a simple process where all the heavy lifting is done by finely tuned software developed over the last few years.

# Email Marketing

Actual counts can change after regular database cleansing, unsubscribes and other maintenance. The **maximum size per campaign/send is 50k, to combat list fatigue.**

Abbreviations: **Indy.** – Independent agents, **Cap** – Captive (Allstate, State Farm, Nationwide, etc).

	P/C		Life/Health		Fin. Svcs.		P/C		Life/Health		Fin. Svcs.
	Indy.	Cap.	Indy.	Cap.			Indy.	Cap.	Indy.	Cap.	
<b>AK</b>	961	363	465	325	93	<b>MT</b>	717	199	445	334	302
<b>AL</b>	12,096	4,300	5,988	2,350	1,450	<b>NC</b>	21,448	7,558	7,743	3,191	3,097
<b>AR</b>	5,856	1,605	4,616	809	1,444	<b>ND</b>	2,320	433	505	251	695
<b>AZ</b>	14,108	8,845	10,449	3,424	5,050	<b>NE</b>	5,041	1,717	2,605	1,070	1,072
<b>CA</b>	25,336	8,076	33,474	12,907	26,687	<b>NH</b>	2,612	900	189	126	12
<b>CO</b>	5,671	2,369	5,389	3,391	3,053	<b>NJ</b>	20,530	5,011	973	602	116
<b>CT</b>	10,879	4,569	2,428	1,228	243	<b>NM</b>	653	286	624	399	365
<b>DC</b>	834	332	1,023	596	506	<b>NV</b>	2,782	738	2,953	1,038	939
<b>DE</b>	1,523	1,008	1,124	609	316	<b>NY</b>	36,124	12,934	27,344	9,485	12,384
<b>FL</b>	47,368	10,430	96,165	15,348	8,711	<b>OH</b>	20,974	7,665	13,717	5,114	13,950
<b>GA</b>	27,772	12,827	29,330	8,038	6,123	<b>OK</b>	9,673	3,676	1,118	494	776
<b>HI</b>	586	157	1,212	435	271	<b>OR</b>	7,378	2,277	1,814	887	1,474
<b>IA</b>	9,224	4,118	4,883	1,795	1,667	<b>PA</b>	16,756	6,591	8,124	3,554	6,666
<b>ID</b>	1,776	473	1,701	629	404	<b>PR</b>	14	0	13	5	2
<b>IL</b>	31,815	14,709	16,235	6,070	3,978	<b>RI</b>	3,291	2,168	347	196	57
<b>IN</b>	15,522	5,425	10,595	2,289	1,193	<b>SC</b>	4,265	1,532	2,950	1,118	1,095
<b>KS</b>	5,363	2,717	2,766	1,145	1,248	<b>SD</b>	2,530	485	516	221	518
<b>KY</b>	7,383	1,709	7,094	1,923	958	<b>TN</b>	16,686	4,707	2,721	837	6,010
<b>LA</b>	11,605	1,616	16,004	3,155	4,103	<b>TX</b>	32,330	19,012	16,572	6,061	8,456
<b>MA</b>	12,505	3,187	3,731	892	408	<b>UT</b>	17,189	2,085	18,869	2,796	1,166
<b>MD</b>	10,247	4,456	9,725	4,051	1,864	<b>VA</b>	8,926	7,815	4,256	1,896	1,872
<b>ME</b>	2,061	600	100	42	4	<b>VT</b>	526	146	49	24	14
<b>MI</b>	16,746	5,782	7,134	4,056	2,625	<b>WA</b>	5,377	2,996	2,497	1,230	2,187
<b>MN</b>	6,716	2,526	6,770	4,435	4,856	<b>WI</b>	13,945	4,599	7,419	2,612	2,134
<b>MO</b>	18,340	6,153	6,917	2,386	3,488	<b>WV</b>	1,342	724	654	333	351
<b>MS</b>	2,281	572	2,762	781	599	<b>WY</b>	338	126	176	100	135

Region	States	P/C		Life/Health		Fin. Svcs.
		Indy.	Cap.	Indy.	Cap.	
<b>Midwest</b>	IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	148,536	56,329	80,062	31,444	37,424
<b>Northeast</b>	CT, MA, ME, NH, NJ, NY, PA, RI, VT	105,284	36,106	43,285	16,149	19,904
<b>South</b>	AL, AR, DC, DE, FL, GA, KY, LA, MD, MS, NC, OK, PR, SC, TN, TX, VA, WV	221,649	83,879	209,858	51,595	47,733
<b>West</b>	AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	82,872	28,990	80,068	27,895	42,126
<b>Total</b>		<b>558,341</b>	<b>205,304</b>	<b>413,273</b>	<b>127,083</b>	<b>147,187</b>

# Advertiser Options

	Essential	Power	Nuclear
<b>Annual Packages</b>	<b>\$4,997</b>	<b>\$9,997</b>	<b>\$19,997</b>
<b>Company Profile &amp; Networking</b>			
Company Profile Listing	√	√	√
Employee Profiles Listing	√	√	√
Groups / Discussions	√	√	√
Company Blog	√	√	√
Company Reviews	√	√	√
Press Release/News Distribution	√	√	√
Job Postings	1	1	3
Storefronts/Products & Services (DIY)	Unlimited	Unlimited	Unlimited
<b>Dedicated Marketing Advisor</b>			
One Hour Working Meetings	1	2	6
Email Creative/Content Design Included		2	5
Storefront Build-Out (Search Optimized)	1	3	10
<b>Targeted Marketing</b>			
Targeted Community Building			√
Targeted Mix Email Marketing (New)	√	√	√
Re-Marketing Email Campaigns Included			4
<b>Email Marketing</b>			
Email Campaigns Included (up to 50k recipients)	3	6	12
Additional Email Campaigns (up to 50k recipients)		\$1250 ea.	
<b>Submissions &amp; Inquiries (with attachments)</b>			
Find A Market Submissions (Tracked)	√	√	√
Email Submissions (Tracked)	√	√	√
Direct (Phone/Online)	√	√	√
<b>Secure Reporting &amp; Management</b>			
24/7 Reporting & Monthly Scoreboard	√	√	√
Lead Management Dashboard	√	√	√
CallTracking & Auto Attendant	\$300/yr.	\$300/yr.	√
<b>Targeted &amp; Managed Social Marketing</b>			
Customize-able Blog	√	√	√
Monthly Blog Content Posting (email advt.)			√
Managed Company Profile			√

**Need a customized solution?** Something tailored to your specific needs? We can craft a solution that complements your current marketing efforts and drive more success to you. For example, if you are looking to expand into new markets, we can fine tune our efforts to **reach new agents** (folks that have not heard from you before). Alternatively, you **can target certain types of agents**. And, you have the ability to **customize your email campaigns** just before run time.