



MEDIA KIT (2019)

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(800) 753 4467

Sales@CompleteMarkets.com

<https://CompleteMarkets.com/advertise>

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 to our members.
- ✓ CompleteMarkets is the fastest growing agent network.
- ✓ Every year *billions of premium dollars* originate on CompleteMarkets.

LEADING THE FIELD

- ✓ *Largest & most engaged full-contact email database* in the industry.
- ✓ Most insurance industry 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 soon 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.
- ✓ *Super targeting* – our systems and data can be leveraged to target people that specifically show interest in your products and services.
- ✓ **Bottom line – we drive measurable revenue and ROI**.

YOUR MARKETING SERVICE PARTNER

- ✓ [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](#).
- ✓ 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](#).
- ✓ Most importantly, we bring new **agents, new submissions and new premium!**

Distribution & Email Marketing

Actual counts can change after regular database cleansing, unsubscribes and other maintenance. To handle list fatigue, **campaign sizes are capped**.

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

	P/C		Life/Health			P/C		Life/Health	
	Indy.	Cap.	Indy.	Cap.		Indy.	Cap.	Indy.	Cap.
AK	584	127	407	982	MT	441	143	390	839
AL	5,547	1,521	5,157	12,104	NC	11,052	2,573	6,687	29,982
AR	2,548	478	4,227	6,485	ND	1,428	170	457	2,211
AZ	5,849	2,965	9,146	19,420	NE	3,172	751	2,205	3,729
CA	8,785	4,468	29,179	43,780	NH	383	54	116	63
CO	1,936	868	4,558	9,023	NJ	3,821	423	572	244
CT	1,204	357	1,533	466	NM	287	123	510	1,070
DC	352	153	833	1,153	NV	706	243	2,438	2,925
DE	669	447	1,021	2,381	NY	20,743	6,149	24,904	46,146
FL	22,117	2,896	86,813	110,736	OH	9,558	2,577	12,110	23,571
GA	12,122	5,258	26,227	33,953	OK	5,234	1,251	928	9,733
HI	289	66	1,125	4,131	OR	4,401	890	1,537	8,803
IA	4,954	1,464	4,180	10,340	PA	8,237	2,027	6,892	22,197
ID	618	100	1,469	2,134	PR	6	130	13	5
IL	14,262	5,046	14,652	41,718	RI	476	709	200	88
IN	6,524	1,946	9,660	21,348	SC	2,064	165	2,652	5,966
KS	2,248	589	2,489	6,858	SD	1,446	1,772	454	3,014
KY	1,604	350	6,004	6,421	TN	8,799	4,766	2,198	20,268
LA	5,886	462	14,280	14,764	TX	10,707	468	14,386	35,726
MA	1,910	148	2,174	427	UT	3,204	4,728	16,079	8,414
MD	4,734	1,604	8,678	16,443	VA	4,127	30	3,693	10,824
ME	233	41	55	20	VT	131	1,078	32	13
MI	8,426	2,933	6,264	23,540	WA	2,604	1,307	2,165	7,568
MN	2,849	825	5,951	12,353	WI	6,910	342	6,571	18,489
MO	9,010	2,103	6,256	20,336	WV	748	59	551	3,586
MS	818	184	2,508	3,854	WY	160	59	162	395

Region	States	P/C		Life/Health	
		Indy.	Cap.	Indy.	Cap.
Midwest	IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	70,787	20,518	71,249	187,507
Northeast	CT, MA, ME, NH, NJ, NY, PA, RI, VT	37,138	10,986	36,478	69,664
South	AL, AR, DC, DE, FL, GA, KY, LA, MD, MS, NC, OK, PR, SC, TN, TX, VA, WV	99,134	22,795	186,856	324,384
West	AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	29,864	16,087	69,165	109,484
Totals		236,923	70,386	363,748	691,039

Advertising Options

Need a customized solution? Something tailored to your specific needs? We can craft a solution that complements your current marketing efforts. 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 each of your campaigns** ahead of run time.

	Essential	Power	Nuclear
Annual Packages	\$4,997	\$9,997	\$19,997
Company Profile & Networking			
Company Profile Listing	√	√	√
Employee Profiles Listing	√	√	√
Groups / Discussions	√	√	√
Company Blog	√	√	√
Company Reviews	√	√	√
Press Release/News Distribution	√	√	√
Job Postings		1	3
Storefronts/Products & Services (DIY)	5	10	Unlimited
Expert Creative Services			
Working Meetings	1	2	6
Email Creative Design & Content Creation		2	5
Storefront Build (Rich content/Search Optimized)	1	5	10
Press Release Content Creation (New)		1	4
Super Targeting			
Targeted Community Building			√
Targeted Mix Marketing	√	√	√
Email Marketing Campaigns			
Email Campaigns Included	3 (50k)	6 (75k)	12 (100k)
Re-Marketing Email Campaigns Included			4
Additional Email Campaigns (up to 100k recipients)		\$1000 ea.	
Secure Submissions & Inquiries (with attachments)			
Find A Market Submissions (Tracked)	√	√	√
Email Submissions (Tracked)	√	√	√
Direct (Phone/Online)	√	√	√
Secure Reporting & Management			
Monthly Campaign Scoreboard & Monthly SEO Performance (New)	√	√	√
On demand Reporting & Management Dashboard	√	√	√
CallTracking & Auto Attendant	\$300/yr.	\$300/yr.	√
Targeted & Managed Social Marketing			
Customize-able & Connected Blog	√	√	√
Monthly Blog Content Posting (email advt.)			√
Managed Company Profile			√