

▶ *Platinum Agency Solutions*

ALL WEB LEADS

Lead Generation

Are you interested in growing your book of business?
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Would you like to be connected with online insurance shoppers in your community?
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Is your agency equipped to follow-up with online insurance leads?

If so, The Hanover's partnership with All Web Leads may be the lead generation solution for you.

All Web Lead's proprietary technology platform generates quality connections between consumers searching for Auto, Homeowner, Commercial, Health, and Life insurance products and the agents selling them.

The All Web Leads program enables you to purchase qualified leads from online insurance shoppers in your defined geographic territory and with filters that work for your agency. The Hanover has partnered with All Web Leads (AWL) to offer agents leads at affordable rates, specifically filtered for Hanover's Platinum target market.

In 2012, 52% of auto insurance shopping started online*. All Web Leads operates a network of 500+ websites that turns consumer interest into policy sales for agents. All Web Leads was rated #1 for conversion rate by The Velocify Lead Industry Report.

Why Lead Generation with All Web Leads?

- **Award Winning Lead Quality:** AWL specializes in search-generated leads and reaches consumers ready to buy insurance now. They offer one of the lowest shared lead caps in the industry and never reuse old leads.
- **No Contracts or Upfront Deposits:** AWL does not require upfront deposits or long-term contracts, so agents can test the program and develop a process that works for their agency.
- **Fast Lead Delivery with Comparative Rater Integration:** Receive leads by email or text message and reach consumers while they're still sitting at their computer! AWL is also compatible with many comparative rater systems including EZLynx and PL Rating.
- **20% discount for Hanover Agents:** Hanover lead packages have been customized to reach Platinum's target market at a 20% discount off the list price. AWL also offers leads for Commercial, Life and Health lines of businesses.

*JD Powers 2012 U.S. Insurance Shopping Study

Is My Agency a Good Fit?

- **Is your agency focused on organic growth?** If your agency has a focus on sales with producers who are compensated for driving new business, lead generation may be a program for you.
- **Does your agency have the capacity to follow-up with leads on a real-time basis?** According to a popular lead management system, leads convert 22 times more often when contacted within 5 minutes and 78% of prospects convert with the first company to contact them.
- **Does your agency have a unique value proposition?** For lead generation to be successful, you will need to clearly articulate what makes you different from captive and direct writers.

Data Lead Packages

PREMIUM PLUS AUTO — 20% DISCOUNT	HANOVER CUSTOM HOMEOWNERS — 20% DISCOUNT
<ul style="list-style-type: none"> • At least one driver 25 or older • Minimum of two vehicles • Homeowner • Currently Insured • All Drivers have valid license • No at-fault accidents or major violations • One or less tickets 	<ul style="list-style-type: none"> • No mobile or manufactured homes • Age of home 75 years or less • Currently Insured • No more than one claim in the last three years • Minimum average credit standing • No rentals, duplexes or multi family homes

Other Offerings

LIVE TRANSFERS	X-DATES	HIGH PERFORMANCE PRODUCTS
<ul style="list-style-type: none"> • 100% Contact Rate • Individually Pre-Screened • Access to 170+ Call Center • Excellent Customer Service • 4-Level Verification 	<ul style="list-style-type: none"> • Homeowners policies expiring within 60 days • Receive a list every Monday • DNC Compliant • Value-priced for direct mail 	<ul style="list-style-type: none"> • Premium Prospects—source based leads from higher converting marketing campaigns • Verified Prospects—Call center verifies the accuracy of the consumer's contact information and the legitimacy that the consumer requested a quote • Qualified Prospects—Verified prospects plus purchase intent of a policy and the desire to speak with an agent about a quote

TO SIGN UP FOR LEAD GENERATION WITH ALL WEB LEADS:

Access BusinessBuilder from TAP > Click on 'Lead Generation'

All new users will need to create an account with All Web Leads and select: **"Hanover"** as their primary company during the registration process in order to take advantage of the special Hanover savings.



For more information

contact All Web Leads at 877-814-3008,
or sales@allwebleads.com

The
Hanover
Insurance Group®

The Hanover Insurance Company
440 Lincoln Street, Worcester, MA 01653

Citizens Insurance Company of America
808 North Highlander Way, Howell, MI 48843

hanover.com/personalinsurance
The Agency Place (TAP)—<https://tap.hanover.com>

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