



# 10 REASONS

MOBILE IS VITAL TO YOUR AGENCY'S FUTURE



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Insurance Agent Mobile App

## The world is mobile – your agency should be too



71 % sleep with phones nearby

When We Wake-up...



35%



17%

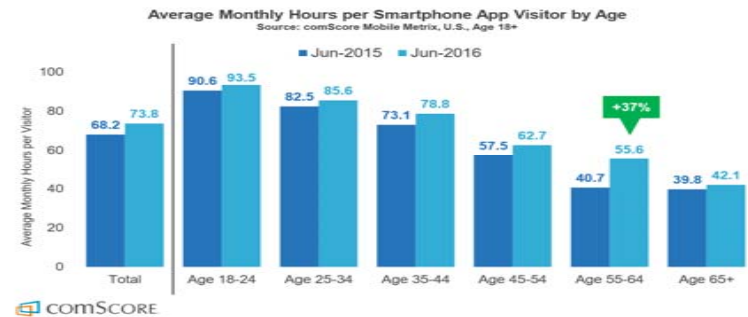


13%

44% Can't go 24 HRS w/out device



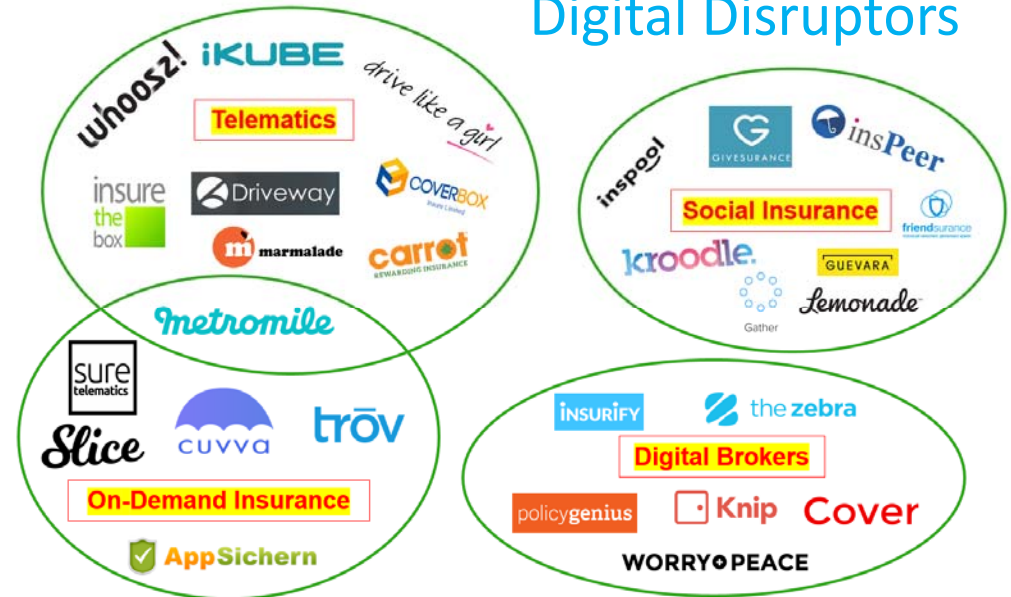
52% Check device every 5-10 mins.



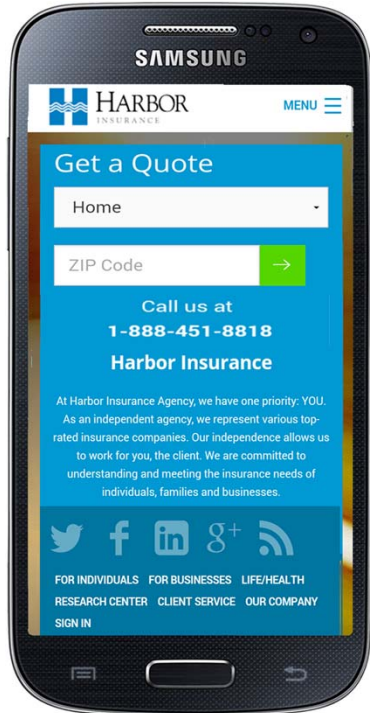
## “Insure Tech” Is Real



### Digital Disruptors

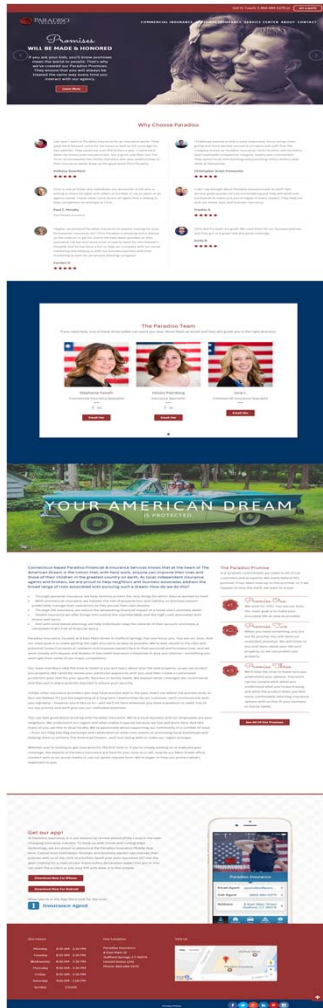


# Mobile Search - It's How Prospects Connect



- Mobile web / web app / responsive
- Important for prospects
- 80% Insurance shopping starts on mobile
- 2/3's Depart if site not optimized
- Google favors "mobile-usability"

# Paradiso Website



# Mobile Website



# Consumers App-Conditioned



Other verticals have adopted "mobile first"

90% of smartphone time is spent with app(s)





# Clients/Prospects In Control

Mobile-Optimized Website



Mobile App



## Clients Will Download An App

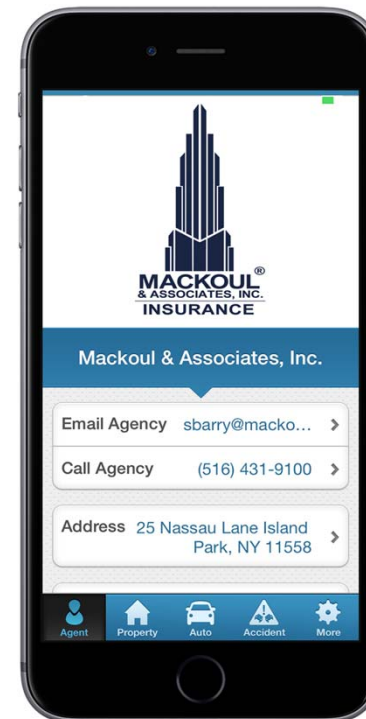


"Why let sleeping dogs lie when we can wake them up and get the truth?"



## App Benefits Agency & Clients

1. One-touch agency access
2. Proactively engages with clients
3. Reduces service costs
4. Clear ROI
5. Neutralizes ad retargeting



## Mobile Facilitates Self-Determination

- Carrier apps all about the carrier
- Carriers not thinking “mobile first”
- Only 28 of top 100 P & C deploy app
- “Determine your own destiny, or someone else will”

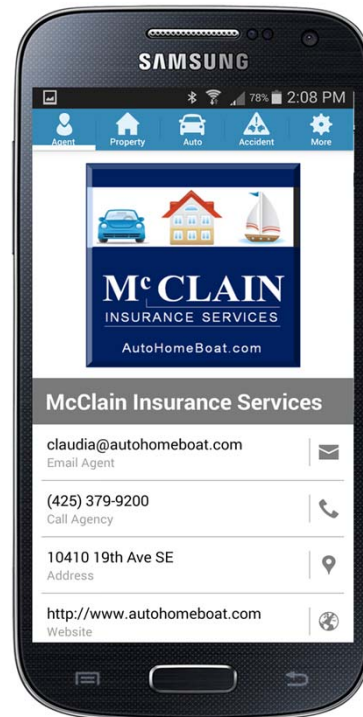
## Mobile Is The Internet All Over Again!



### Steve Jobs On: “The Internet”

“Make available a presence in the marketplace for very small companies that is = to very large companies”

Engage + Contain = Retain





# The Ten Reasons

1. The world is mobile – your agency should be
2. “Insure Tech” Is Real
3. Mobile Search - It’s How Prospects Connect
4. Consumers App-Conditioned
5. Clients/Prospects In Control
6. Clients Will Download An App
7. App Benefits Agency & Clients
8. Mobile Facilitates Self-Determination
9. Mobile Is The Internet All Over Again!
10. Engage + Contain = Retain



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Thank You!

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