

case study

Netquote

Generating qualified Insurance Leads
Over 200,000 leads generated in 2007

The Client:

Netquote is the most visited insurance shopping site on the web. Their comprehensive web site has provided millions of consumers with a free, simple, and effective way to conveniently shop online for insurance, whether it's health, home, renter, life, business, or auto insurance.

Why Epic:

"It's refreshing to be with a strategic partner who despite being one of the largest players in performance based marketing, is also genuinely responsive to our day to day needs and strives to continually optimize our performance. We couldn't be happier with our account management, and the degree of expertise the team at Epic possesses."

- Director of Business Development, Netquote

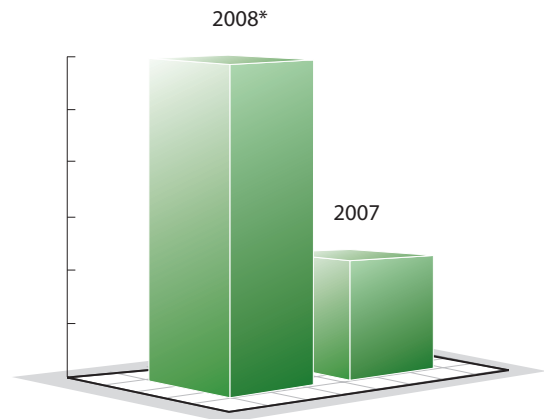
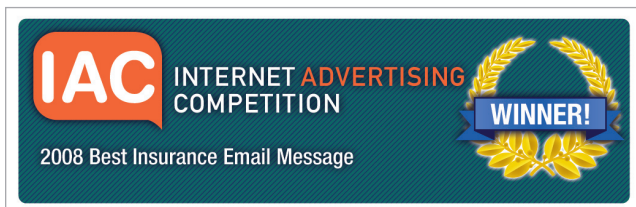
Objectives:

- Supply Netquote with qualified Auto, Health, Renters, Home, and Life insurance leads.
- Implement protocols such that advertiser marketing and compliance rules are adhered to and enforced.
- Design and launch multiple co-branded websites.

Epic Results:

- Over 200,000 leads generated in the second half of 2007.
- Projected 14% increase of qualified leads in 2008.
- Demonstrated superior traffic monitoring and campaign management.
- Developed and integrated two co-branded websites.
- Email creative created by Epic was declared the 2008 Winner of the Best Insurance Email Message award from the IAC.

Award-winning Creative:



Insurance Leads
*Projected