

QUINSTREET OPTIMIZED REVENUE EXPERIENCES



# QORE / CARRIER | Optimizing Consumer Experience to Maximum Revenue

*Enables insurance carriers to maximize revenue even when their product may not be the best fit for the consumer*

## WHAT IS QORE / CARRIER

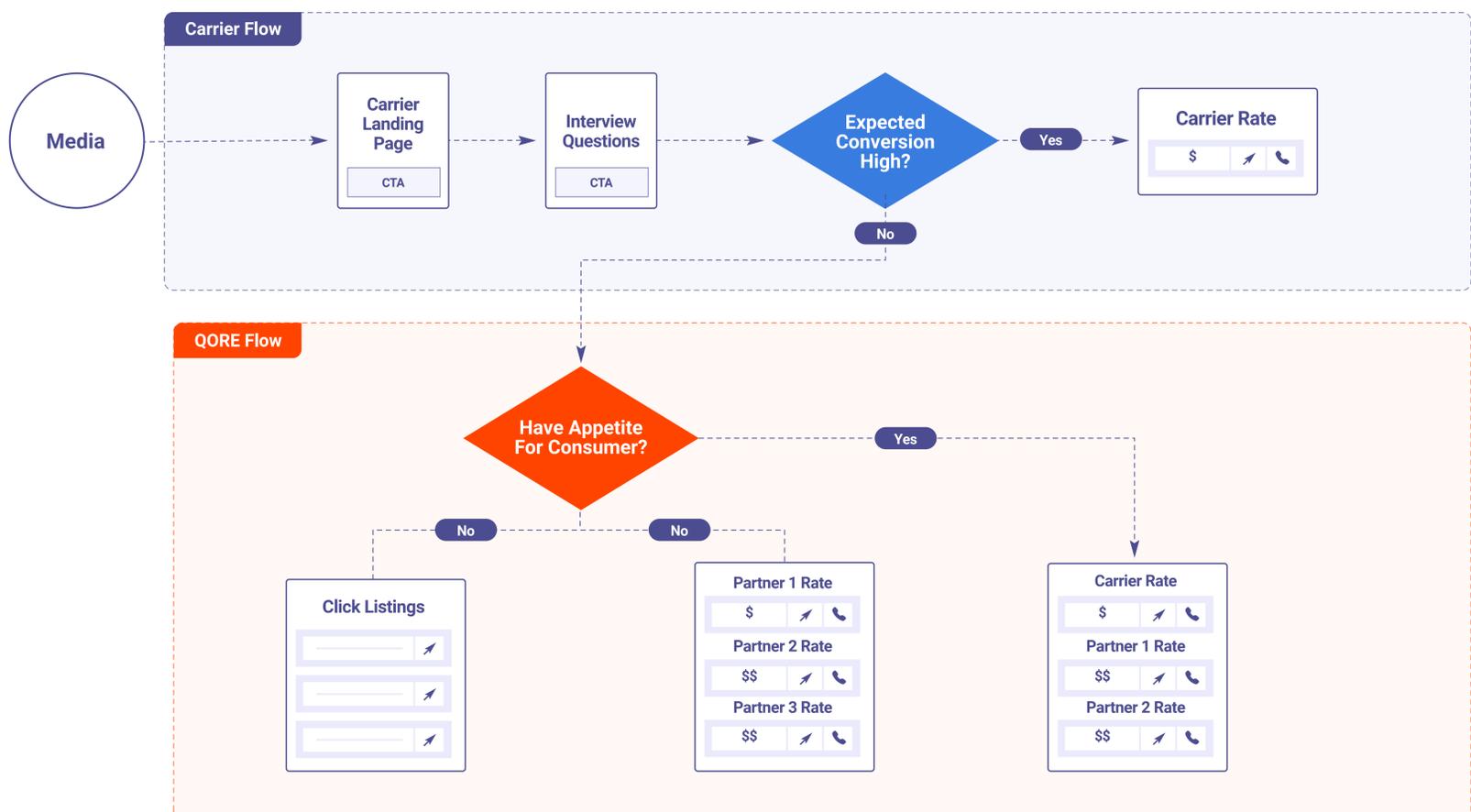
In today's digital world, not every consumer will find the perfect insurance product through your site. You may not have a competitive offer, or perhaps you don't have a solution for them at all. But that doesn't mean the conversation should end.

By guiding consumers toward insurance solutions—even when they aren't your own—you **enhance your brand's credibility** while unlocking **new revenue streams**. Even if your product isn't the ideal match, assisting them in finding coverage strengthens trust, **offsets acquisition costs**, and **drives long-term retention revenue**.

This strategy is just as powerful in agent-driven interactions. When a consumer is on the phone, they want guidance and solutions—not dead ends. Providing them with **alternative options** keeps them engaged, reinforces their confidence in your brand, and, surprisingly, may even lead them back to your product after exploring other choices.

**QORE | Carrier** is your gateway to **alternative monetization**, ensuring that every consumer interaction—whether digital or via an agent—has the potential to drive revenue, even when conversions seem unlikely.

## HOW DOES QORE / CARRIER WORK



## QORE / CARRIER FEATURES

### 1 Rate Comparison & End-to-End Bind

Offer consumers rates and enable online bind and agent bind with national and regional carriers

### 2 Smart, Customizable Algorithm

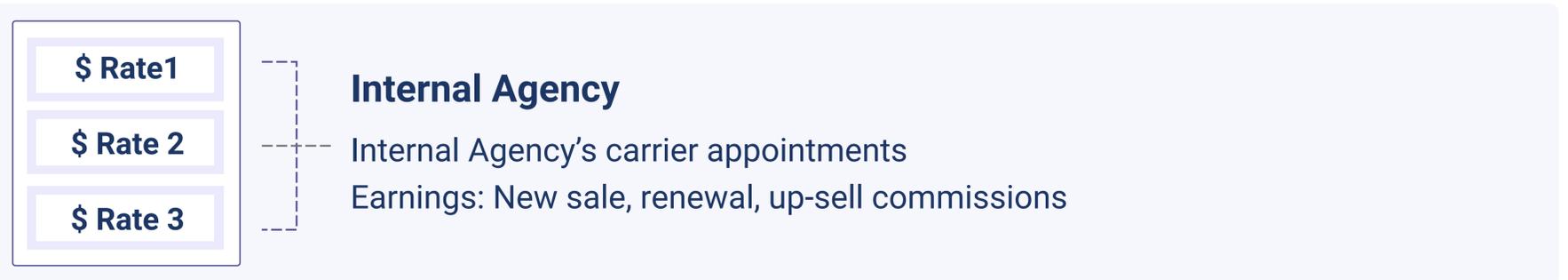
Optimize conversions with a dynamic algorithm that intelligently chooses between partner rates, click listings, or call transfers for maximum revenue.

### 3 White-Label Flow & API Integration

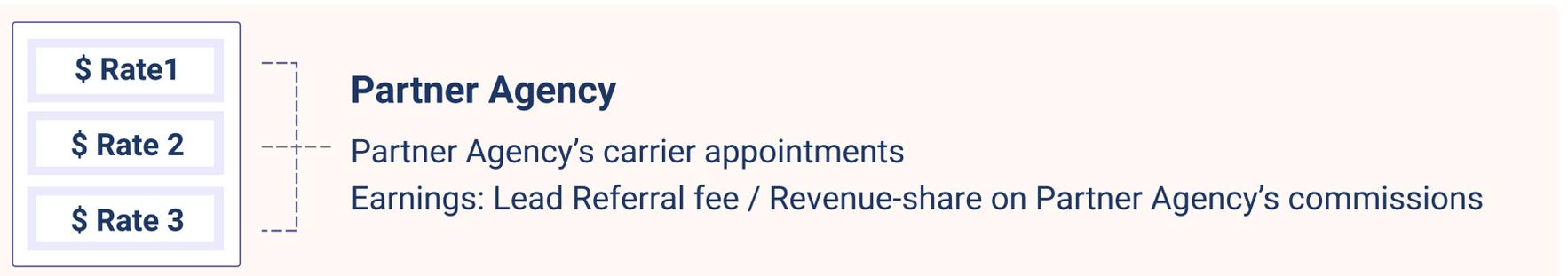
Effortlessly integrate alternate monetization flows using our plug-and-play solution or API to match your existing systems.

## WILL I NEED AN AGENCY?

### OPTION 1 Use Your Internal Agency to Write Policies



### OPTION 2 Use A Partner Agency to Write Policies



### OPTION 3 Hybrid Internal & Partner Agency to Write Policies

