

QUINSTREET OPTIMIZED REVENUE EXPERIENCE



QORE | MEDIA - Optimizing Consumer Experience to Maximum Revenue

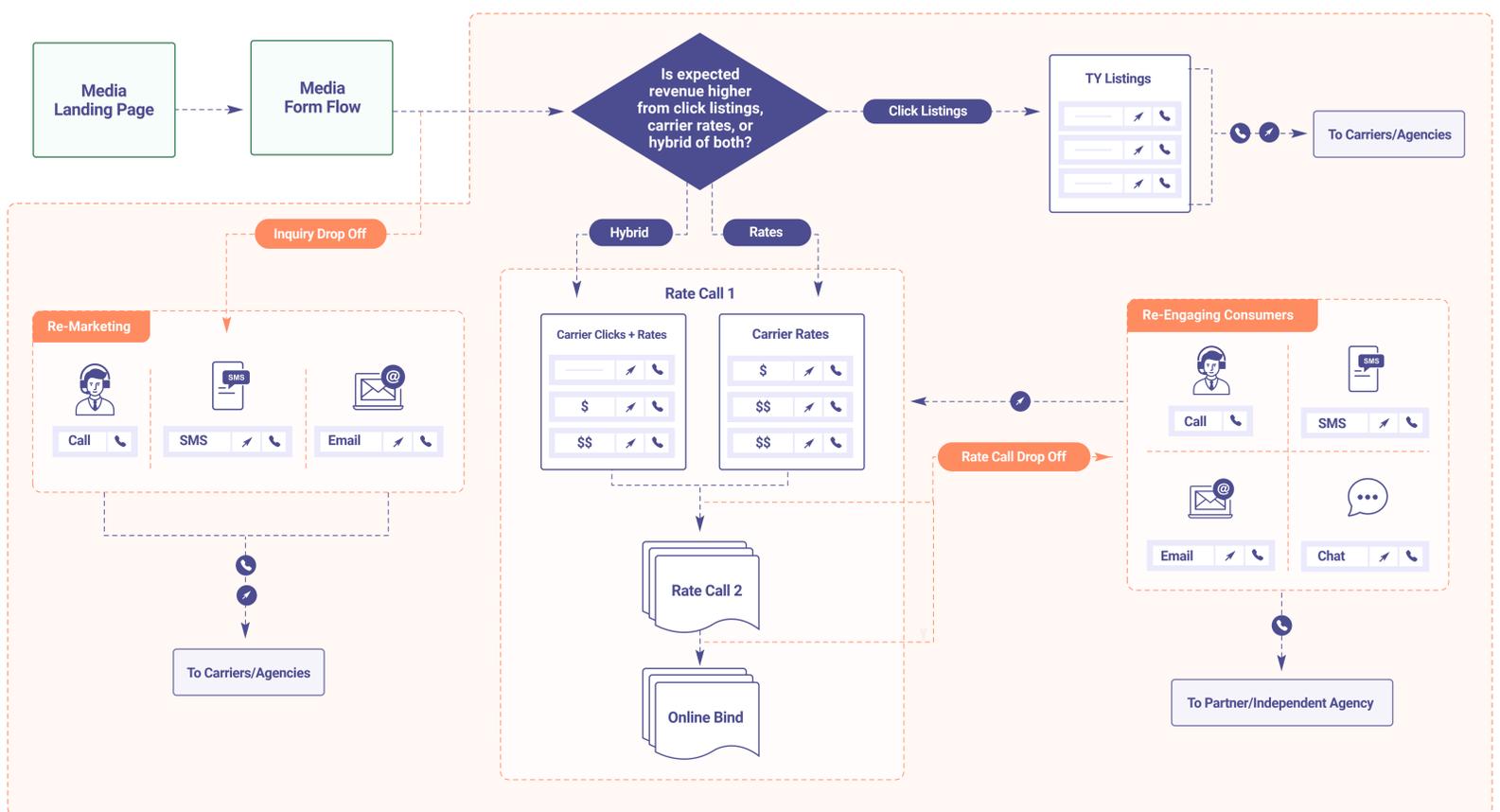
Enables media companies to offer consumers the most robust user experience using comparison rates, click listings and hybrid rate/click options while maximizing revenue.

WHAT IS QORE | MEDIA

A great deal is learnt about consumers as they go through a form flow; implicit attributes such as media source, geo, time of day, day of week, and explicit attributes such as whether they are a homeowner, have multiple vehicles, are interested in bundling, have military affiliation. These attributes are clubbed together to create consumer segments, which when stitched with back-end conversions such as quotes, sales, items sold, retention and finally Life Time Value, can build an Expected Revenue regression model.

This model feeds into our Matching Algorithm that then determines whether Click Listings, Comparison Rates or a Hybrid of both will yield the most revenue and hence powers the consumer experience accordingly.

HOW DOES QORE | MEDIA WORK



QORE | MEDIA FEATURES

- 1 Comparison Rates and End2End Bind**
 We are the only company to have end2end bind with the likes of Progressive, Nationwide, and Safeco and rates from 100+ carriers nationwide
- 2 Agency of Record**
 We work with one of the largest and most capable insurance brokers in the country to guide consumers to convert to the policy that is best suited to them, both online and via agent conversations
- 3 Impression to LTV Tracking**
 We can track the entire funnel from impression to conversion to renewals, allowing us to tie Life Time Value back to an Impression and hence maximizing yield on your media