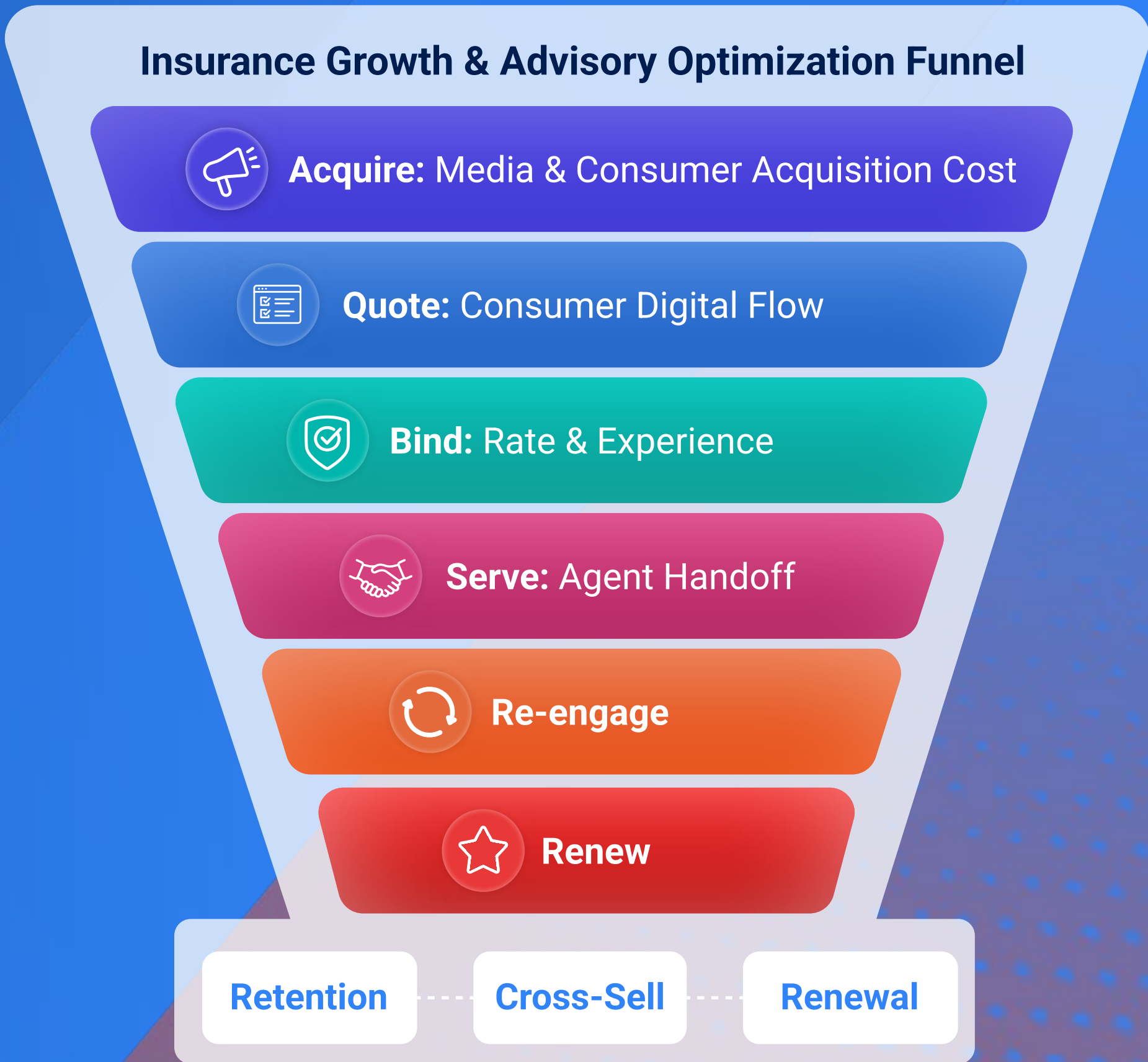


Introducing QRP Advisory Services

Turn More Shoppers Into Bound, Retained Customers.



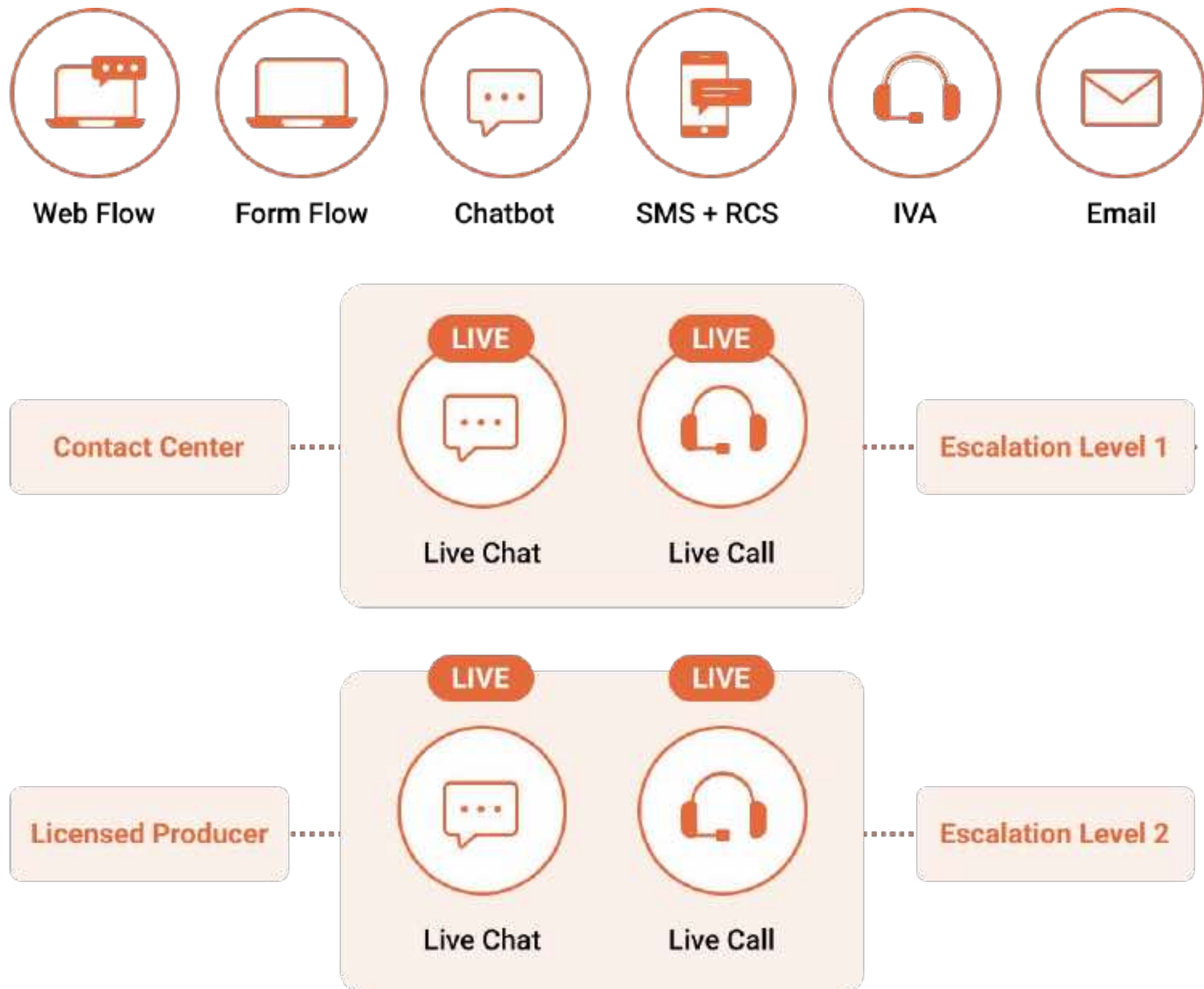
QRP Advisory Services is QuinStreet Rating Platform's strategic optimization service for agencies and carriers. It analyzes **every stage of the insurance funnel, from media acquisition through renewal**, to identify areas **where prospects and revenue are being lost** and implement practical solutions. The result is **more shoppers converting to bound, retained customers**, with less friction throughout the journey.

EVERY STAGE OF THE INSURANCE FUNNEL IS A GROWTH LEVER

 Acquire Up to 41% lower CAC and 55% higher qualified lead volume. Improve channel mix, CAC, and CPL to drive more efficient acquisition and limit reliance on third-party leads.	 Quote Up to 37% more quote starts and 28% reduction in funnel abandonment. Enhance the digital journey to keep more shoppers moving through the funnel and toward a completed quote.	 Bind Up to 32% higher quote-to-bind conversion. Continuously evaluate carrier performance and refine panel composition to keep the most relevant options in front of shoppers.	 Serve Less drop-off, faster response, and less repeated data entry. Strengthen agent handoffs with the right customer context, recommended next actions, and follow-ups.	 Re-engage & Renew 3–5x higher conversion with true omni-channel models. Connect digital, agent, phone, and service channels to create a more seamless customer journey and strengthen retention.
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A COORDINATED ECOSYSTEM DRIVES CUSTOMER SATISFACTION

Customers expect seamless experiences across digital, agent, phone, and service channels, yet **57% report frustration when forced to repeat information** across channels. QRP Advisory Services unifies these touchpoints to create a more cohesive shopping experience, **reducing friction and creating a more connected customer journey**.



QRP ADVISORY SERVICES OPTIMIZES THE FUNNEL

QRP Advisory Services **works with what agencies and carriers already have**. By building on existing infrastructure, Advisory Services implements practical solutions across the full customer journey, **improving conversion and retention without disrupting what is already working**.