

QUINSTREET OPTIMIZED REVENUE EXPERIENCES



QORE / Agency | Optimizing Consumer Experience to Maximum Revenue

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

WHAT IS QORE / AGENCY

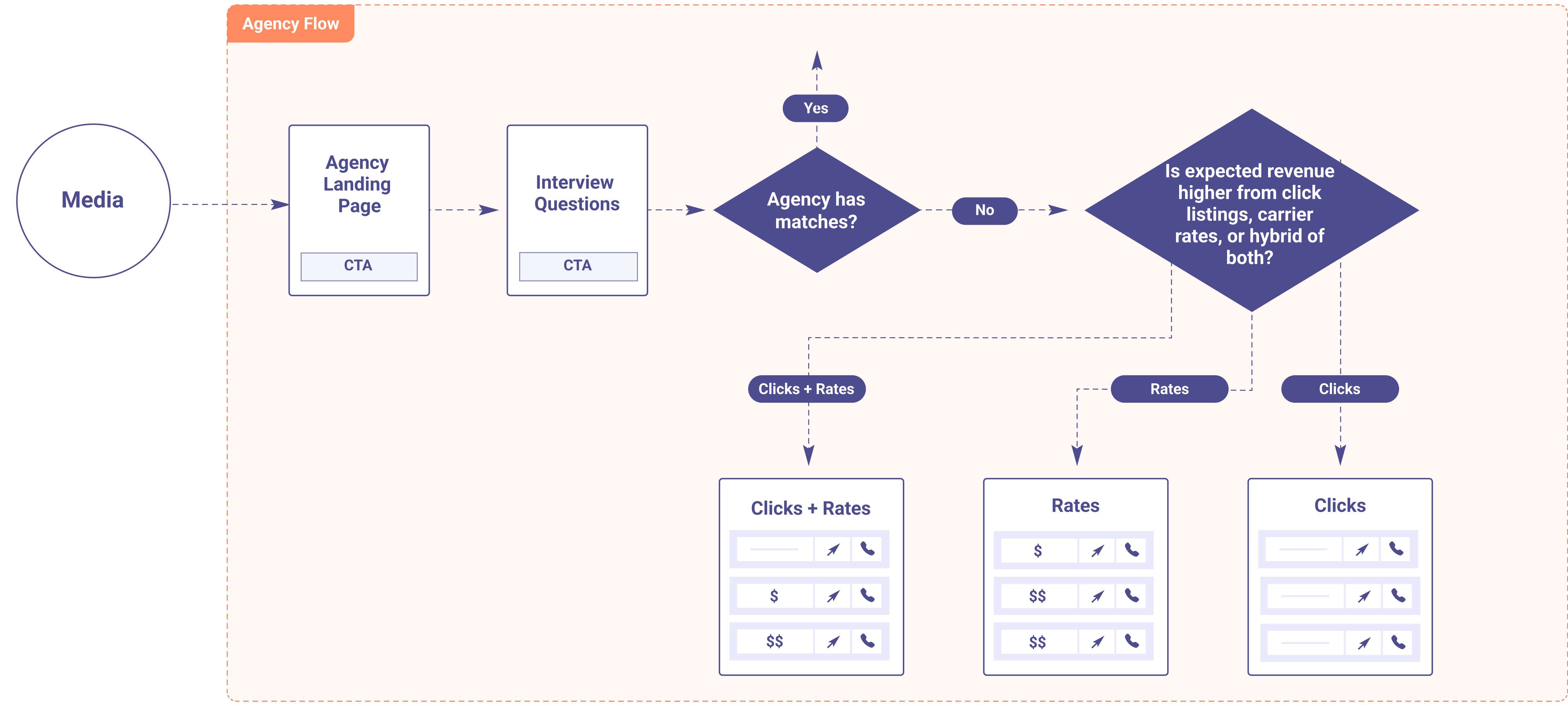
In today’s digital world, not every consumer will find the perfect insurance product through your site. You may not have a competitive offer, or perhaps you don’t have a solution for them at all. But that doesn’t mean the conversation should end.

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 | Agency 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 / AGENCY WORK



QORE / AGENCY FEATURES

1 Digital and Call Partner Options

Whether the consumer is online or talking to an agent, we can incorporate partner matches (and hence monetization).

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.