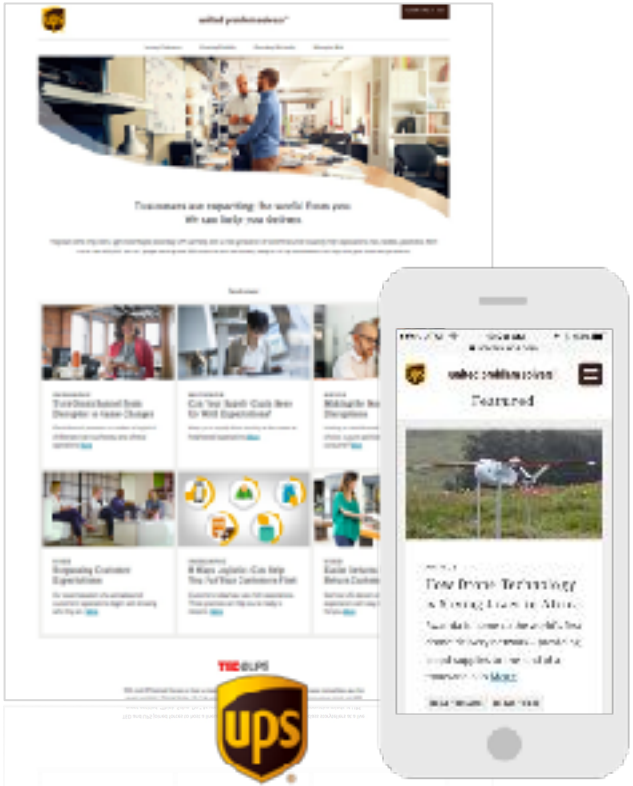
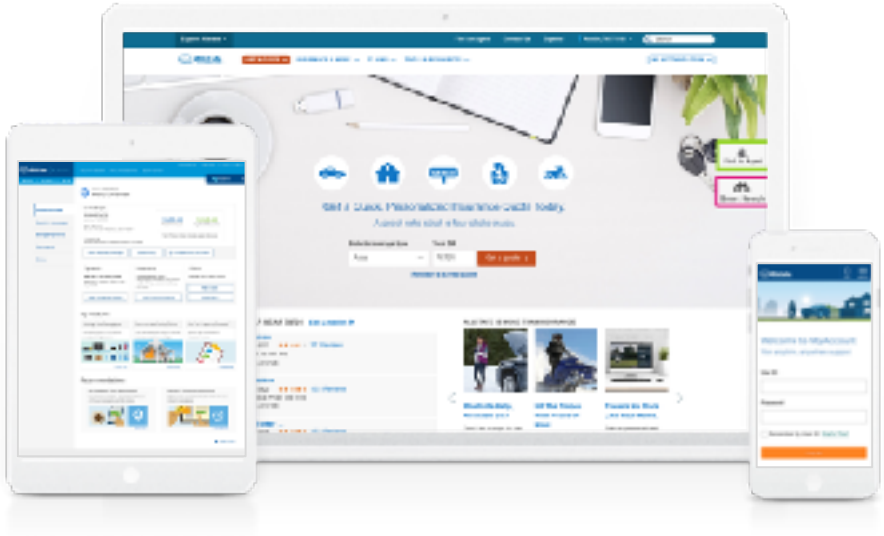
HELLO

AMA INSURANCE
DIGITAL EXPERIENCE PARTNER RFI

WE'VE DONE JOBS LIKE YOURS BEFORE



Allstate.



THINGS YOU'VE SHARED

- (Likely) Merging **amainsure** and **medplusadvantage** .coms for Dec. 2019 relaunch
- Three year "vision plan" to upgrade functionality and user service tools
- Scaling target audiences from 1MM to 9MM (!)
- Experience, Education and Acquisition are key success metrics
- Working from a thin set of existing inputs (i.e., personas, UX flows, site data, etc.)
- Flexibility and interoperability with technology and teams is vital
- Responsive, mobile first (of course)

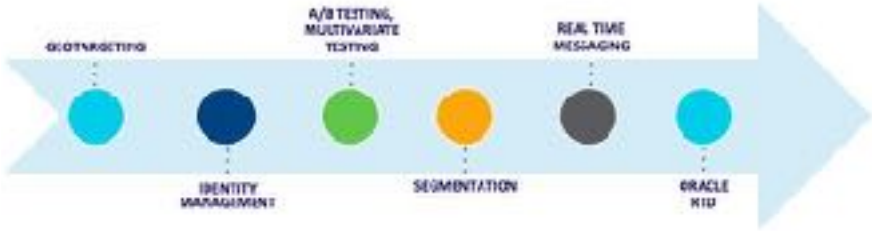
NINE THINGS WE'D ADDRESS

PROBLEM: YOUR VISITORS ARE UNIQUE, YET YOUR EXPERIENCE IS NOT

- **No personal** connection
- Hard to see **what matters to me**
- Content **lacks relevance**

| T3 APPROACH: SET FOUNDATION FOR PERSONALIZATION

- **Get personal** with personas
- Map personas against the customer journey for **content relevancy**
- Build a backend to support **personalization efforts that give unique experiences**



Allstate.

140% increase in quote intents

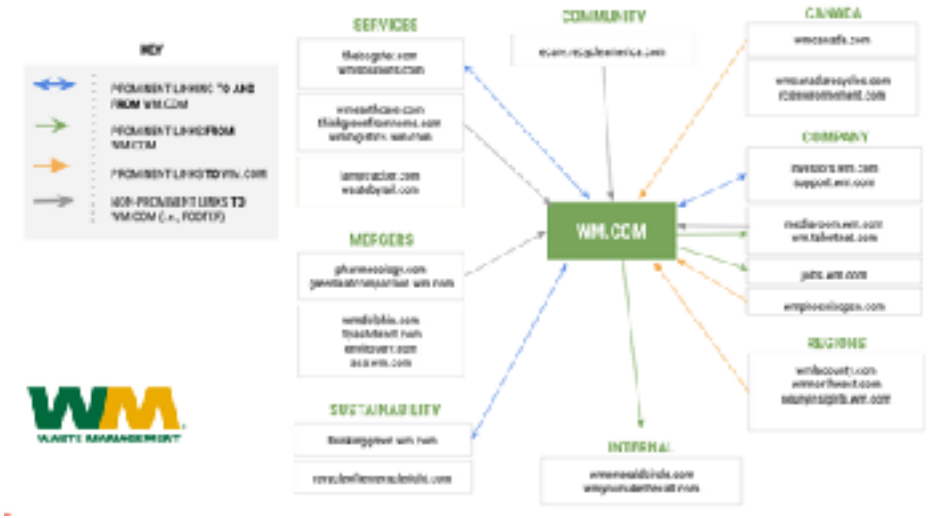
8.5% increase in quote completes

| PROBLEM: DIFFICULT TO ASSESS SITE'S STRUCTURE, PATH THROUGH IT

- Too many **templates** + **navs-on-navs**
- **Co-mingling** of content types creates challenges for tools/support
- **Decision paralysis,** too many CTAs

| T3 APPROACH: RESHAPE SITE ARCHITECTURE

- Create **dedicated pathways** for customers, known and unknown prospects
- **Streamline** volume of content; recraft to encourage exploration
- Have a **migration and rebranding plan** for all sites, beforehand



50+ websites merged into 6

4,000+ pieces of content repurposed

Allstate.

50% reduction in secondary nav items

39% lift in acquisition

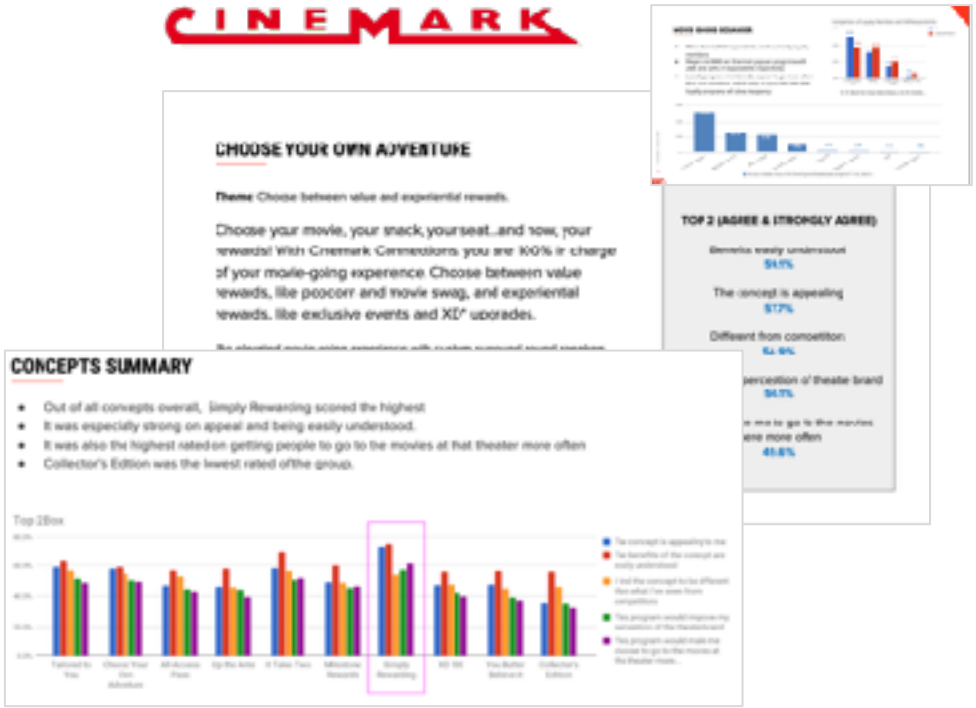
| PROBLEM: UNDERSELLING YOUR BEST VALUE PROP

- **Indistinctive** in a crowded space
- **Powerpointing** vs. humanizing
- "Why" buried in text or video; **no hook**

*December 5, 2018 Forrester Report: **Make It Clear Why Prospects Should Insure With You**

| T3 APPROACH: RECRAFT AND REVALIDATE VALUE PROP

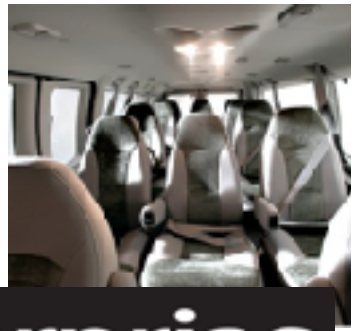
- **Enhance presentation of value prop**, then test versions
- Establish **sitewide content strategy** using value prop as recurrent and resonant touchstone
- **Build experiences** toward that value prop



55% increased consideration for key value prop

Rideshare
vRide
Now operating vRide
We're integrating 68,000 vRide customers this summer
INDIVIDUALS
EMPLOYERS
FEDERAL
TRANSIT AGENCY
Testimonials

vRide.com
1-800-VAN RIDE

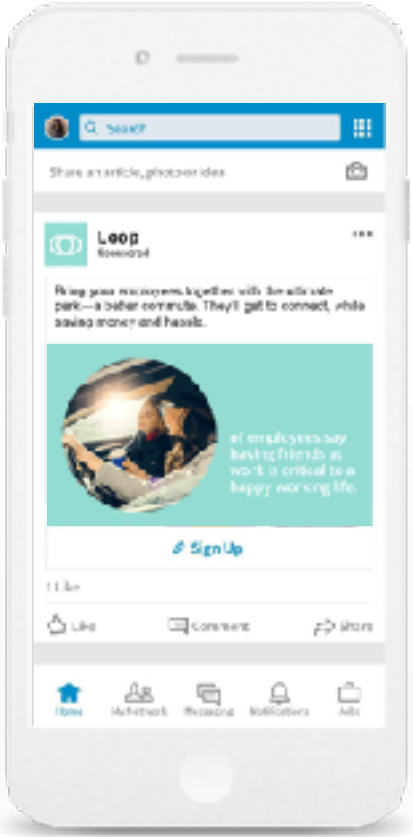


enterprise

LOOP

POWERED BY ENTERPRISE

Bringing community
to your commute.

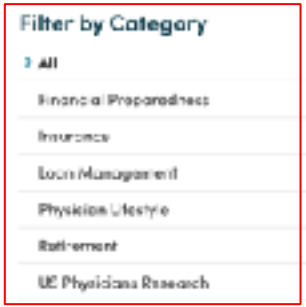


CUSTOM VANS SNEAKERS

Knowing that many of these strategic leads are in tech companies based out of California, sending custom Vans sneakers will help us stand out in their snail mail. We'll tie the Vans back to Liverpool and highlight Liverpool based traits with callouts and ultimately drive to the calculator.

- "Wrap" the sneakers in their company colors
- Get the "Perfect Size" for that HR contact
- Messaging on the bottom of the box encourages them to "reduce their carbon" footprint in an impactful way

| PROBLEM: YOUR CONTENT MARKETING ISN'T WORKING HARD ENOUGH



- Large reports **left as downloads**
- **Outdated** and obscure content left live
- **No related content** or soft cross-selling

| T3 APPROACH: "POPCORN" YOUR CONTENT

- Sprinkle your content marketing **throughout the site** and internet
- Create a **mixture of content types** for the various types and generations of customers
- Build a **long-term content roadmap** aligning back to your business goals

35% increase in leads with a reduction in content effort

| T3 APPROACH: POPCORNING AS TRAFFIC DRIVER (UPS)

| T3 APPROACH: POPCORNING AS TRAFFIC DRIVER (UPS)

| PROBLEM: LONG FORMS AND QUIZZES MAY DETER VS ATTRACT

- **Long, complex** forms turn otherwise interested customers away
- **Quizzes are lengthy** and often go unused
- Some calculators link out, causing **user confusion** and a loss of brand equity

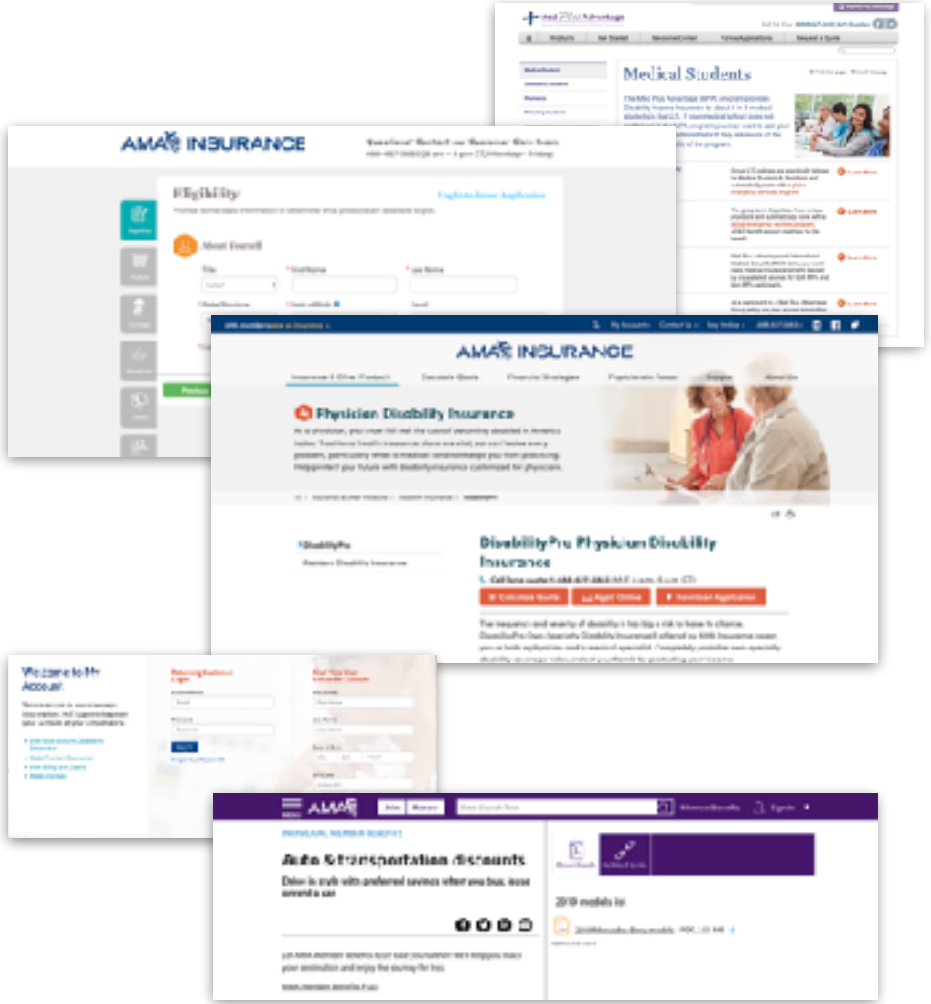
| T3 APPROACH: CREATE VALUABLE, ENGAGING EXPERIENCES

- Build digital touchpoints that **provide more value** than just a recommended coverage answer, give them a better experience and the next step
- **Inject personality** and **context** to existing calculators and quizzes to build engagement
- Utilize **ideation sessions** to discover new opportunities for tools to benefits users

350% increase in intent to quote

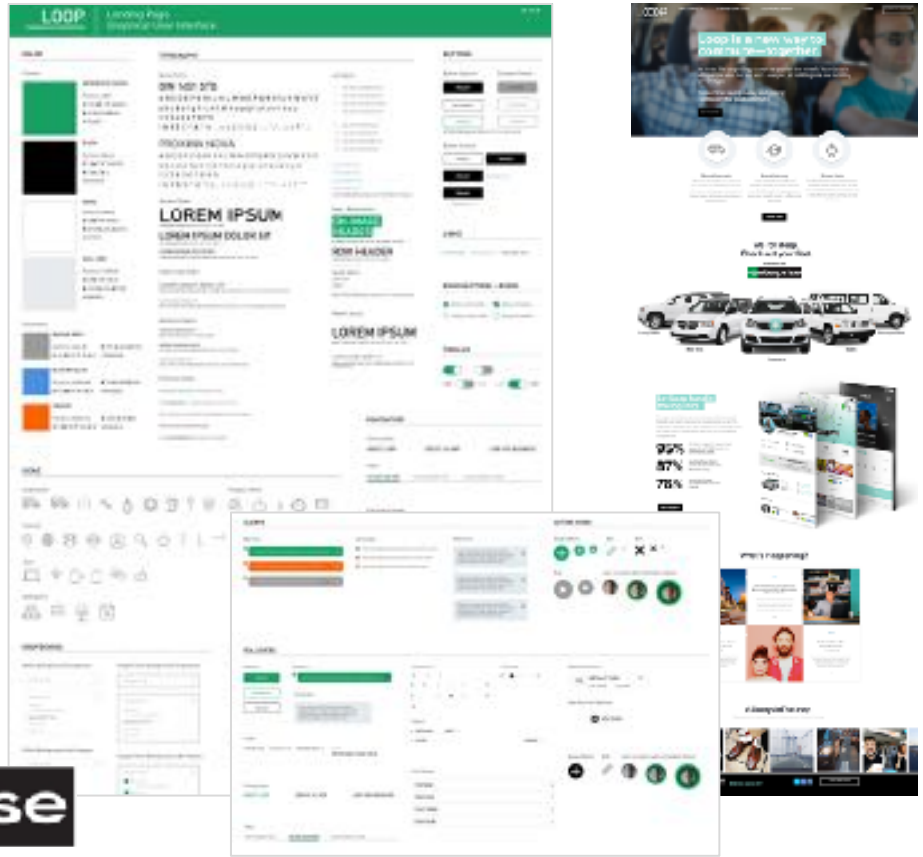
| PROBLEM: INCONSISTENT DESIGN SYSTEM

- **Mixed styles** across the site, causing confusion as they move from page to page, especially between systems
- The current system **is in need of ownership** across a crowded competitive landscape
- Inconsistency in linking patterns, type treatments, iconography, buttons, etc. can **undermine brand consistency**



| T3 APPROACH: REFRESH AND GOVERN YOUR DESIGN SYSTEM

- Create a **brand style guide** to govern all digital platforms
- Incorporate **micro interactions** and animations that increase user engagement
- Follow **Material Theming principles** to establish **customized components** that are **(re)usable and functional**
- Develop **code library for reuse**



PROBLEM: ASSETS CAUSE LONGER THAN EXPECTED PAGE LOADS

First Contentful Paint	5.2 s	First Meaningful Paint	6.0 s
Speed Index	9.9 s	First CPU Idle	6.0 s
Time to Interactive	13.7 s	Estimated Input Latency	110 ms

Opportunities

These optimizations can speed up your page load.

	Opportunity	Estimated Savings
1	Eliminate render-blocking resources	4.09 s
2	Defer offscreen images	2.85 s
3	Serve images in next-gen formats	2.55 s
4	Defer unused CSS	0.6 s
5	Minify CSS	0.15 s

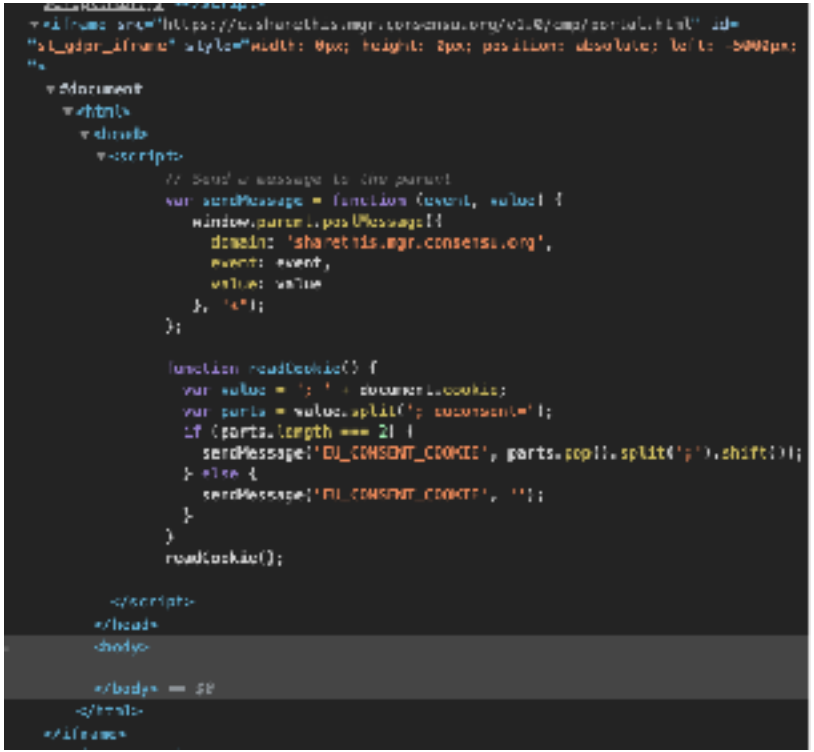
URL	Size (KB)	Potential Savings (ms)
...themes/dijit.css (www.amalsure.com)	14 KB	630 ms
...ess/pepper.esst_pae747... (www.amalsure.com)	25 KB	1,200 ms
...ess/vodafone.esst_pae747... (www.amalsure.com)	2 KB	480 ms
...overlay/studio-search-default.min.css (cwdfemat.studio.com)	4 KB	880 ms
...amalsure/main.esst_pae747... (www.amalsure.com)	41 KB	1,580 ms
...js/libs_min.js?_pae747... (www.amalsure.com)	278 KB	3,790 ms
...js/configuration.js?_pae747... (www.amalsure.com)	1 KB	480 ms
...dojo/dojo.js?_pae747... (www.amalsure.com)	183 KB	2,790 ms

T3 APPROACH: LOOK TO MINIMIZE JS ASSET SIZES AND OPTIMIZE MARKUP/IMPORTS

URL	Size (KB)	Potential Savings (ms)
...themes/dijit.css (www.amalesure.com)	14 KB	630 ms
...ess/pepper.ess?_pos747... (www.amalesure.com)	25 KB	1,280 ms
...ess/v5859/ess1_pos747... (www.amalesure.com)	2 KB	480 ms
...overlay/studio-sassets-default.hum.css (customer.studio.com)	4 KB	880 ms
...amalesure/main.ess?_pos747... (www.amalesure.com)	41 KB	1,580 ms
...js/libs_min.js?_pos747... (www.amalesure.com)	278 KB	3,790 ms
...js/configuration.js?_uxx747... (www.amalesure.com)	1 KB	480 ms
...dojo/dojo.js?_uxx747... (www.amalesure.com)	183 KB	2,730 ms

Decrease page load times:

- Analyze imported libraries and minify files, import libraries with only the JavaScript needed
- Optimize and modernize markup
- Remove potentially unneeded IFrames
- Optimize images for size and format



| PROBLEM: IT'S HARD TO FIND & SEE YOU

1. FINDABILITY

2. ACCESSIBILITY

3. COMPLIANCE (?)

- **SEO best practices** aren't being followed
- Design and backend are **not ADA compliant**
- **Tools** *may* be breaking HIPPA rules

| T3 APPROACH: HAVE AN SEO STRATEGY

- A **full SEO assessment** including keyword research, meta improvements and a tech scrub
- **Properly format every page**, every tag and every description for SEO
- Strengthen content and copy to **increase on-page times**
- Consider **Accelerated Mobile Pages**

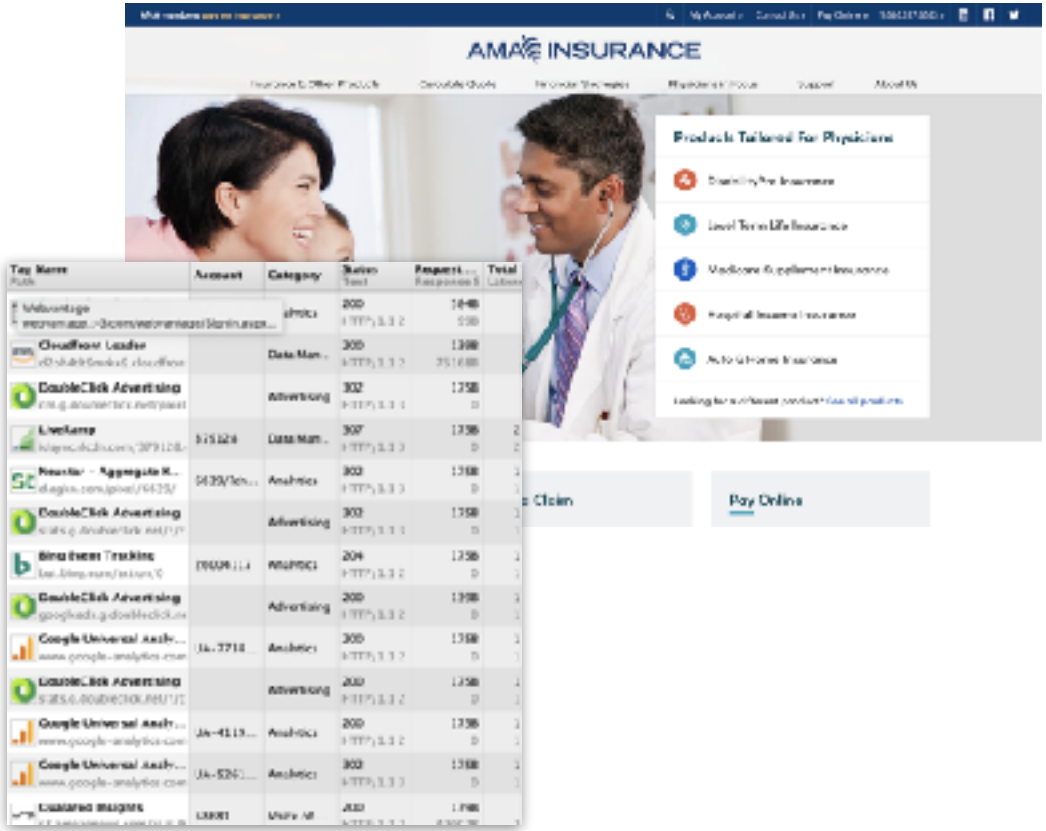
TACTIC	CURRENT	RECOMMENDED APPROACH	RESULTS
Keyword Research	Needs Adjustment	Optimize the AMAI website with additional non-branded keywords and phases relating to affordable insurance based on competitor research and user search queries.	Higher ranking for your website, allows your customers and targeted audiences to find your brand and offerings
Page Titles/ Meta Descriptions	Needs Adjustment	Most of the current meta descriptions are either completely missing or duplicates. We need to create unique metadata based on keyword/competitor research and user intent.	Determines whether users want to click on your listing verses a competitor's, higher ranking for your website
Content Optimization	Needs Adjustment	Optimize the current content on the website based on our keyword research and user search queries as well as restructure the content to encourage user engagement.	Ensures content is crawlable by search bots and formatted ideally for user consumption
Internal Linking	Needs Adjustment	Develop a linking structure to help guide users to their intended destination and encourage longer visits. In addition, identify pages that will benefit from authority more than other pages to help spread link equity.	Guide users to high-converting pages and prompt users to take action as well as passes page authority.
Page Speed	Needs Adjustment	The recommended load time is under 3 seconds. Currently, render-blocking resources are preventing certain pages from loading as fast as possible.	Increase in conversions, user engagement and overall customer satisfaction
Image Optimization	Present	When formating images, we'll want to continue to find the balance between the lowest file size and acceptable quality as well as optimize the image titles and alt texts.	Increase in conversions, user engagement and overall customer satisfaction

| T3 APPROACH: BECOME ADA COMPLIANT

- A **full ADA assessment** including backend, metadata and frontend design
- Strengthen content and designs to **include AA standards**
- **Create test plan for every page** for AA ADA compliance
- Make sure all of your tools are **HIPPA compliant**
- **Reuse of ADA-compliant code** library lowers overall effort
- **Semantic markup** and ADA go hand-in-hand

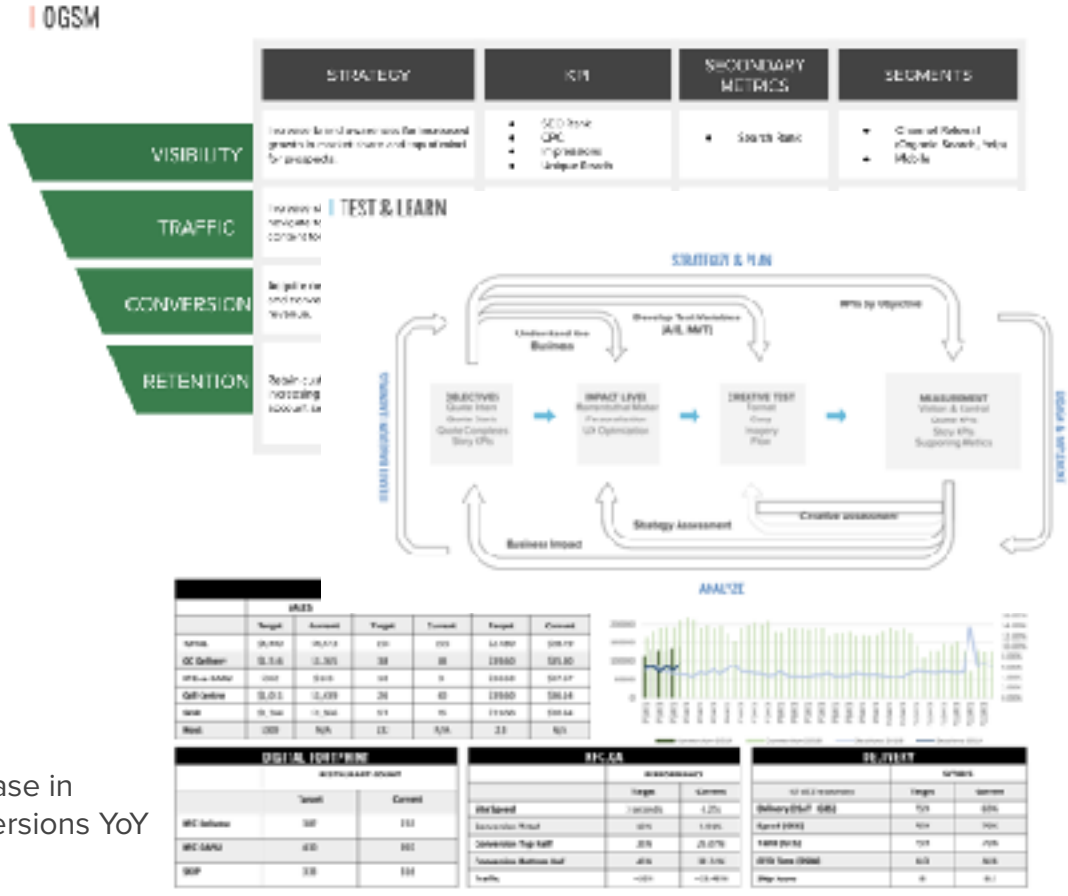
| PROBLEM: CONTENT AND EXPERIENCE PERFORMANCE CAN DECAY OVER TIME

- User **expectations change** over time resulting in decaying site performance
- Competing business objectives often have **competing KPIs** so none are fully optimized
- Site tagging and analytics don't adequately **track site performance** to know when and why KPIs change



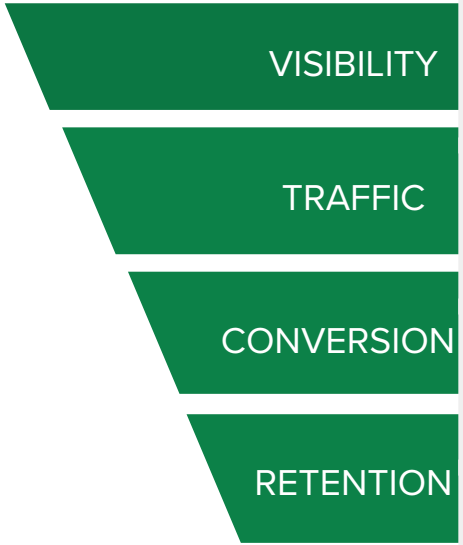
| T3 APPROACH: CREATE TEST & LEARN WITH MEASUREMENT PLAN

- Develop and align on **OGSM framework** aligning business objectives to strategies and metrics
- Develop robust **Test & Learn Plan** at all levels from Business Strategy to element optimization MVT tests
- Create **KPI Dashboards** tracking primary KPIs and supporting metrics



64% increase in conversions YoY

OGSM



STRATEGY	KPI	SECONDARY METRICS	SEGMENTS
Increase brand awareness for increased growth in market share and top of mind for prospects.	• SEO Rank • CPC • Impressions • Unique Reach	• Search Rank	• Channel Referral (Organic Search, Yelp) • Mobile
Increase site traffic and ensure visitors navigate to relevant features and content for a positive user experience.	• Site Visits • Page Views • Media CTR	• Bounce Rate • Avg. Time on Site	• WM.com • Landing Page • Mobile Traffic • Campaign Source
Acquire new customers, increase sales and conversion rate for increased revenue.	• Online Order Volume & Revenue • Call Order Volume & Revenue	• Conversion Rate	• Regions • Campaign Source
Retain customers and reduce costs by increasing account enrollments and account service enrollments.	• Retention Lift • My Account Enrollments • Account Service Enrollments (Autopay, Paperless, Autopay & Paperless)	• Contact Us Requests	• Tenure • Service Type • Active/Inactive

WE'VE SOLVED PROBLEMS JUST LIKE YOURS.

PROBLEM:

HOW CAN WE REBOOT OUR INSURANCE EXPERIENCE TO A STATE MORE READY FOR TODAY'S CONSUMERS?

ALLSTATE.COM
Allstate.
GET A QUOTE
Changing Car Insurance For Good.
YOUR LOCAL AGENT
GET A QUOTE
GROCERY MARKET
BATH HOUSE

DIGITAL TRANSFORMATION EVOLUTION

2012

Static
One-size-fits-all
Cluttered

2013

Dynamic
Personalized experience
Streamlined

2019

Data-driven
Real-time messaging
Contextually relevant

PROBLEM:

HOW CAN WE OPTIMIZE EXPERIENCES TO BE MORE CONSUMER RELEVANT AND RESONANT?

(OH, AND DRIVE ACQUISITION)

UPS: REBOOTING LEAD GEN VIA CONTENT

BEFORE:

- Non-responsive
- Built with SEO handicaps
- Difficult to use CMS
- Broken lead-gen capture systems

UPS: OUR PROCESS

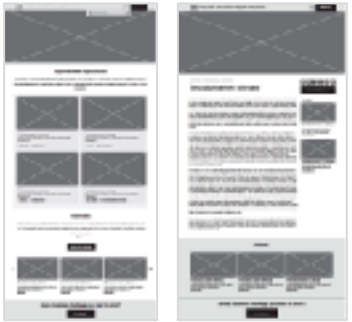
1. HOUSECLEANING

A metadata framework drove consistency in URL structure, title tags, meta-descriptions and more, incorporating SEO and **improving page rank**.

2. LEAD WITH CONTENT

A flexible content matrix (and a sharp creative team) allowed us to nimbly **identify the best content** and keep tabs on content that needed brushing up.

3. DEFINE THE SITE STRUCTURE

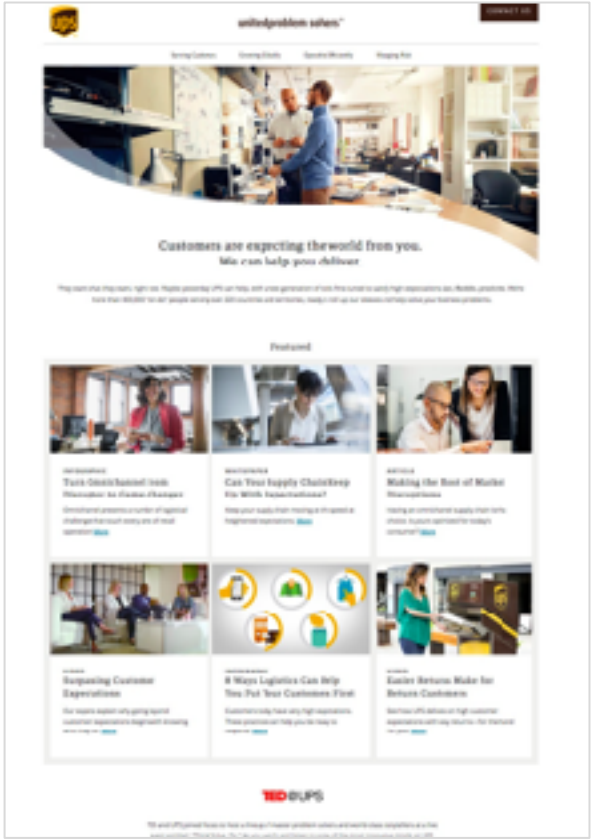


A new sitemap **prescribed order** to the content, while wireframes outlined the new, content-first page layout.

4. TEMPLATIZE IT

A style guide ensured that page elements remained consistent across the site and that as the site grows that **consistency is retained**.

UPS: FINAL PRODUCT



UPS: EVOLVING THE DRIVERS

UPS: EVOLVING THE DRIVERS ("POPCORNING")

RESULTS

- Mobile first + responsive
- Search optimized content & build
- Optimized for CRM (via Marketo)
- Improved handling of multi-media
- Improved lead capture

2.5X% increase in average time spent

125% increase in qualified lead gens

3.3MM unique visits per year

47% site visits from returning users

THANKS.
T3