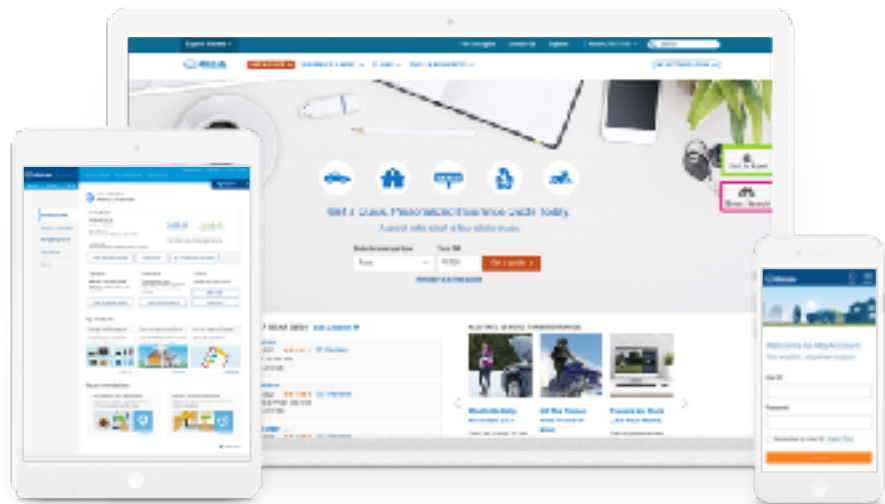


HELLO

AMA INSURANCE
DIGITAL EXPERIENCE PARTNER RFI



| WE'VE DONE JOBS LIKE YOURS BEFORE



| 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

Products Tailored For Physicians

- DisabilityPro Insurance
- Level Term Life Insurance
- Medicare Supplement Insurance
- Hospital Income Insurance
- Auto & Home Insurance

Looking for a diff

Medical Students

DisabilityPro Insurance with comprehensive Disability Income Protection for about 1/3 the medical students' cost. It's commercial school-based and includes a 90-day waiting period, a 90-day benefit period and a 90-day elimination period.

- DisabilityPro Insurance**

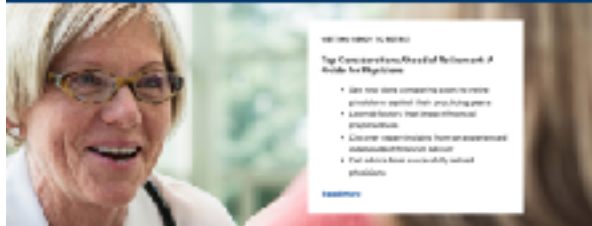
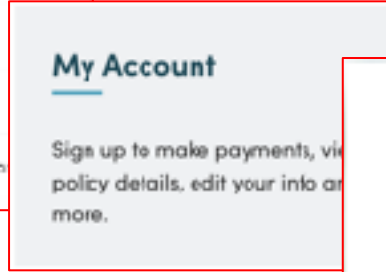
DisabilityPro Insurance provides comprehensive Disability Income Protection for about 1/3 the medical students' cost. It's commercial school-based and includes a 90-day waiting period, a 90-day benefit period and a 90-day elimination period.
- Level Term Life Insurance**

The guaranteed issue term life insurance provides comprehensive coverage for medical students. It's commercial school-based and includes a 90-day waiting period, a 90-day benefit period and a 90-day elimination period.
- Medicare Supplement Insurance**

Medicare Supplement Insurance provides comprehensive coverage for medical students. It's commercial school-based and includes a 90-day waiting period, a 90-day benefit period and a 90-day elimination period.
- Hospital Income Insurance**

Hospital Income Insurance provides comprehensive coverage for medical students. It's commercial school-based and includes a 90-day waiting period, a 90-day benefit period and a 90-day elimination period.

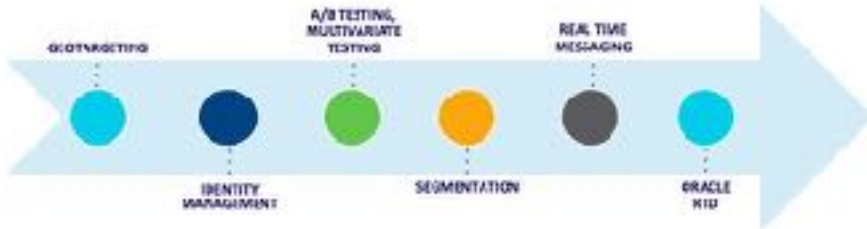
PROBLEM: YOUR VISITORS ARE UNIQUE, YET YOUR EXPERIENCE IS NOT



- 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**



140% increase in quote intents

8.5% increase in quote completes

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



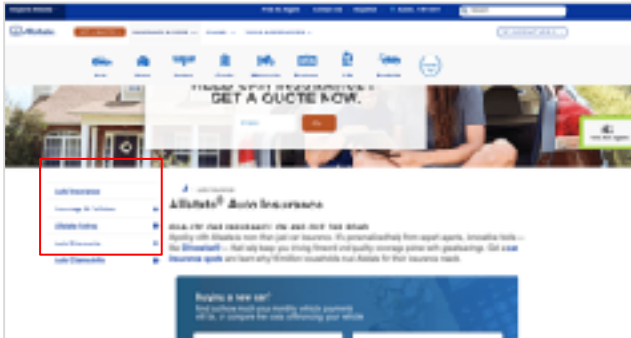
- Too many **templates + navs-on-navs**
- **Co-mingling** of content types creates challenges for tools/support
- **Decision paralysis**, too many CTAs

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



50% reduction in secondary nav items
39% lift in acquisition

PROBLEM: UNDERSELLING YOUR BEST VALUE PROP

AMA INSURANCE

Insurance & Other Products Calculate Quote Financial Strategies Physicians in Focus Support About Us

Why AMA Insurance?

Strength in numbers AMA Insurance taps into the power of one million U.S. physicians to offer you competitive rates and benefits from top insurance companies.

What we do

As a subsidiary of the American Medical Association (AMA), AMA Insurance is committed to helping physicians protect their finances and their assets. We leverage the influence of one million physicians to negotiate highly competitive rates and customize insurance and financial products from top-rated companies. We are the company that physicians count on throughout their careers—from medical school to retirement. Helping to secure your financial future is our mission. Helping you navigate the challenges along the way is our commitment.

Influence

AMA Insurance has served physicians and their families for more than 30 years. Our physician-focused, customized insurance program is designed especially for the way doctors work and live, at the best possible rates from top carriers.

Insight

We know doctors' lives. We understand that your path differs from yours. We know you'll have us to lean on before you begin working in our way before some-odd years well into your forties. And once our 30 financial considerations into your demanding schedule.

Physician Insurance & Other Products

Influence **Insight** **Offerings**

Why AMA Insurance?

0:45 / 1:13

YouTube

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

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

CINEMARK

CHOOSE YOUR OWN ADVENTURE

Theme: Choose between value and experiential rewards.

Choose your movie, your snack, your seat...and now, your rewards! With Cinemark Generators, you are 100% in charge of your movie-going experience. Choose between value rewards, like popcorn and movie swag, and experiential rewards, like exclusive events and XFL[®] upgrades.

An elevated movie-going experience with custom, personalized reward options.



TOP 2 (AGREE & STRONGLY AGREE)

Benefits easily understood **51.5%**

The concept is appealing **57.7%**

Difficult from competition **54.9%**

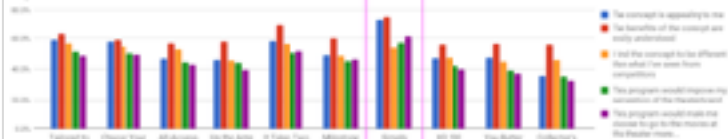
perception of this brand **55.7%**

It was to go to the movies and more often **45.6%**

CONCEPTS SUMMARY

- Out of all concepts overall, Simply Rewarding scored the highest
- It was especially strong on appeal and being easily understood.
- It was also the highest rated on getting people to go to the movies at that theater more often
- Collector's Edition was the lowest rated of the group.

Top 2 Box



55% increased consideration for key value prop

Home | About Us | FAQ | Contact Us | Register | Login

SEARCH

INDIVIDUALS | EMPLOYERS | FEDERAL | TRANSIT AGENCY | GOV'T EMPLOYERS | VEHICLE SALES | HELP



Ride

Now operating vRide

We're integrating 58,000 vRide customers this summer!

Learn more

INDIVIDUALS
Save time, save money and reduce stress on your way to work.
[Learn more](#)

EMPLOYERS
One employee is a great benefit. Use vRide as the business solution.
[Learn more](#)

FEDERAL
Find out how to use the TP program for a summer, winter, or year-round.
[Learn more](#)

TRANSIT AGENCY
Resolving various system problems, from serving customers to providing transit funds.
[Learn more](#)

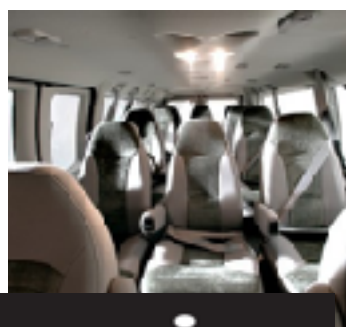
Testimonials

"We have a list of reasons why vanpooling is the only option when it comes to commuting to work..."

*David
Los Angeles, CA*

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Privacy Policy | Credit Policy | Terms of Use | Enterprise Rent-A-Car | Enterprise CarShare | Testimonials | Offices | Rental Locations



Basic Safety Dr. in a Classroom

Enterprise Rent-A-Car is proud to partner with the National Transportation Safety Board (NTSB) to provide a free, interactive, and engaging safety program for school children. The program, titled "Basic Safety Dr. in a Classroom," is designed to educate children on the importance of seat belt use and safe driving habits. The program is available in both English and Spanish and can be accessed through the NTSB website at www.ntsb.gov/education.



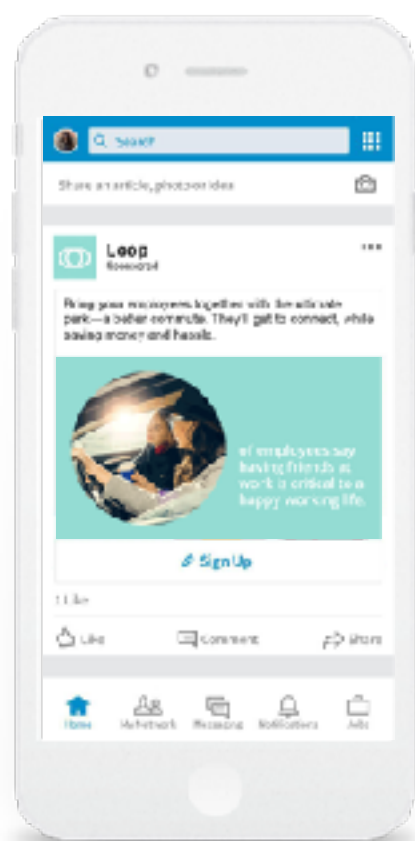
Enterprise Rent-A-Car is committed to providing safe and reliable transportation solutions for our customers. We are proud to partner with the NTSB to help ensure the safety of our customers and the community. For more information on our safety programs, please contact us at www.enterprise.com.





Bringing community
to your commute.





CUSTOM VANS SNEAKERS

Knowing that many of these strategic leads are at tech companies based out of California, sending [custom vans sneakers](#) will help us stand out in their social mail. We'll tie the Vans back to Vespel and highlight Vespel benefits with carpool and ultimately drive to the calculation:

- "Wag" the sneakers in their company colors
- Get the "Perfect Size" for that HR contact
- Messaging on the bottom of the box encourages them to "take our fair car" footprint in an impactful way



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

INSURANCE

Understanding disability insurance for physicians

April 16, 2018



Original article posted by the American Medical

Physicians often pay attention to life insurance and a disabling incident. A professional has a greater disability that impedes their ability to work, rather than people have the financial resources to fund a disability income insurance to cover the risk.

Disability insurance claims has changed dramatically

Filter by Category

- > All
- Financial Preparedness
- Insurance
- Local Management
- Physician Lifestyle
- Retirement
- U.S. Physicians Research

Filter by Year

- > All
- 2018
- 2018
- 2017
- 2016
- 2015
- 2014
- 2013
- 2013
- 2018
- 2010
- 2009
- 2006

2018 Report on U.S. Physicians' Financial Preparedness*

Retired Physicians Segment

Introduction/ Methodology

Executive Profile

Life in Retirement

Satisfaction with Retirement

Financial Journey & Longevity

Advice from Retired Physicians

Resources

Top Consideration: Phase of Retirement

AMA INSURANCE

- 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



THE PEGA WEBSITE HOMEPAGE. The main headline reads "THERE'S NOTHING TRADITIONAL ABOUT OUR CRM." Below this is a navigation menu with links for HOME, NEWS, INSIGHTS, CUSTOMERS, SERVICES, and ABOUT. The page features a large hero image of hands holding a tablet. Below the hero image is a "OUR PRODUCTS" section with four colored boxes: "CUSTOMER SERVICE" (orange), "PEGA PLATFORM" (blue), "MARKETING" (purple), and "OPERATIONS" (teal). Each box contains a brief description and a "Learn more" link. Below the products section is a "WHAT'S NEW" section with two featured articles: "2015 FORRESTER WAVE REPORT" and "DIGITAL TRANSFORMATION: THE NEW AGENDA FOR BUSINESS LEADERSHIP".

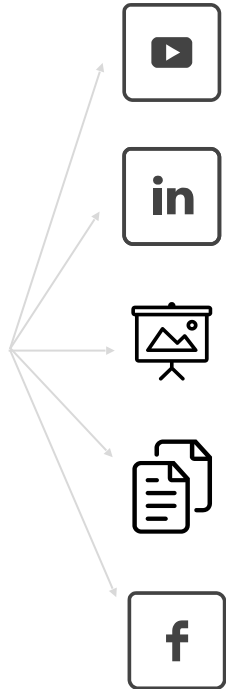


35% increase in leads with a reduction in content effort

| T3 APPROACH: POPCORNING AS TRAFFIC DRIVER (UPS)



T3 APPROACH: POPCORNING AS TRAFFIC DRIVER (UPS)



| PROBLEM: LONG FORMS AND QUIZZES MAY DETER VS ATTRACT

Ready? Begin!

1) Every 15 seconds, a home is burglarized in the United States. How do you deter break-ins? (Select all that apply)

a. My outside doors are 1 3/4" solid hardwood or metal. I use dead-bolt locks with 1-inch throw, and my sliding glass door has a strong wooden or metal dowel in the track so it can't be forced open.

b. My home has exterior lights with lights and radios on and off when I'm away, with sensors on all doors.

c. I alert a trusted neighbor or friend, mail, newspapers and know the neighbors.

d. As the saying goes, "Accidents occur indoors." Do you have fire extinguishers inside your home?

e. I use fire-resistant doors on the first floor.

f. I use smoke detectors on the first floor.

insurance

Is your practice protected by the right kind of insurance?

July 04, 2014



You might want to make sure. Take a brief quiz.

Recent research by AMA Insurance and The Hartford revealed a confusion about business insurance coverage with many medical practices. For instance, many physicians assumed their general liability insurance covered risks that in fact are covered only in a comprehensive business owner's policy (BOP).

Here's a short quiz to help you test your business risk acumen. (Answers below)

1. Hurricane Sandy provided a recent example of how quickly businesses can be unexpectedly wiped out. What percentage of businesses suffering a major disaster without the proper preparation never reopen?
a.) 12% b.) 28% c.) 35% d.) 43%
2. The most common cause of property loss for small business owners is:

- **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

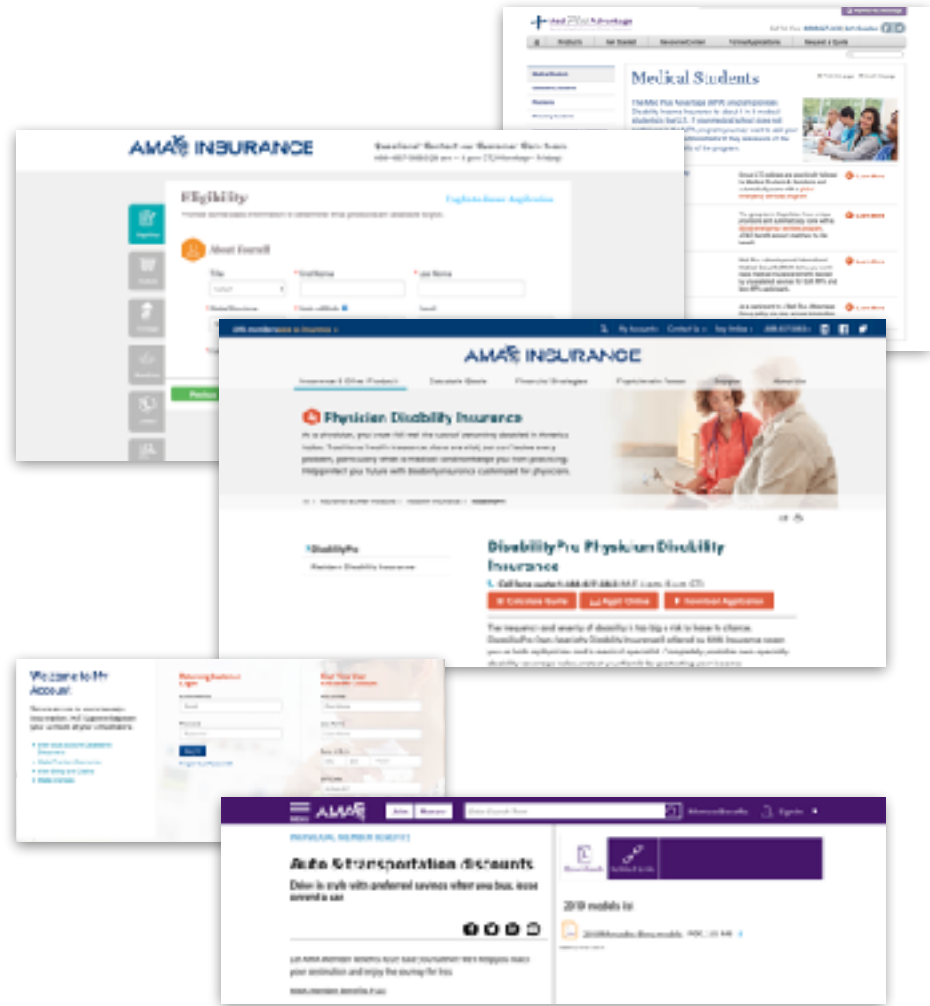
- Build digital touchpoints that **provide more value** than just a recommended coverage answer, give them a better experience and the next step
- **Inject personality** and **context** to existing calculators and quizzes to build engagement
- Utilize **ideation sessions** to discover new opportunities 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	2.9 s ▲	First CPU Idle	6.0 s 🟡
Time to Interactive	12.7 s ▲	Estimated Input Latency	11.0 ms ▲

Opportunities

These optimizations can speed up your page load.

Opportunity	Estimated Savings
1 Eliminate render-blocking resources	 409 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)
...themesid@.css (www.amaibout.com)	14 KB	630 ms
...css/popper.css?_v=1.2... (www.amaibout.com)	25 KB	1,200 ms
...css/normalize.css (www.amaibout.com)	2 KB	480 ms
...css/normalize.css (www.amaibout.com)	4 KB	960 ms
...css/normalize.css (www.amaibout.com)	4 KB	1,560 ms
js/files/...js?_v=1.2... (www.amaibout.com)	278 KB	3,790 ms
...js/...js?_v=1.2... (www.amaibout.com)	1 KB	480 ms
...js/...js?_v=1.2... (www.amaibout.com)	183 KB	2,730 ms

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

URL	Size (KB)	Potential Savings (ms)
...thebesid@... (www.ama-assoc.com)	14 KB	630 ms
...0657pepper0667... (www.ama-assoc.com)	25 KB	1,250 ms
...056A050505051_540747... (www.ama-assoc.com)	2 KB	480 ms
...04811575000-03007-03700000000000 (www.ama-assoc.com)	4 KB	980 ms
...07000000000000000000000000000000 (www.ama-assoc.com)	41 KB	1,560 ms
...js/0657pepper0667... (www.ama-assoc.com)	178 KB	3,760 ms
...js/0657pepper0667... (www.ama-assoc.com)	1 KB	480 ms
...00000000000000000000000000000000 (www.ama-assoc.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

```

<div data-bbox="548 159 968 853" style="background-color: #2e3436; color: #eeeeec; padding: 10px;">


```

<div data-bbox="548 159 968 853" style="background-color: #2e3436; color: #eeeeec; padding: 10px;">

```


```

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 HIPAA 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 AMAU website with additional non-branded keywords and phrases 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 versus 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 formatting 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

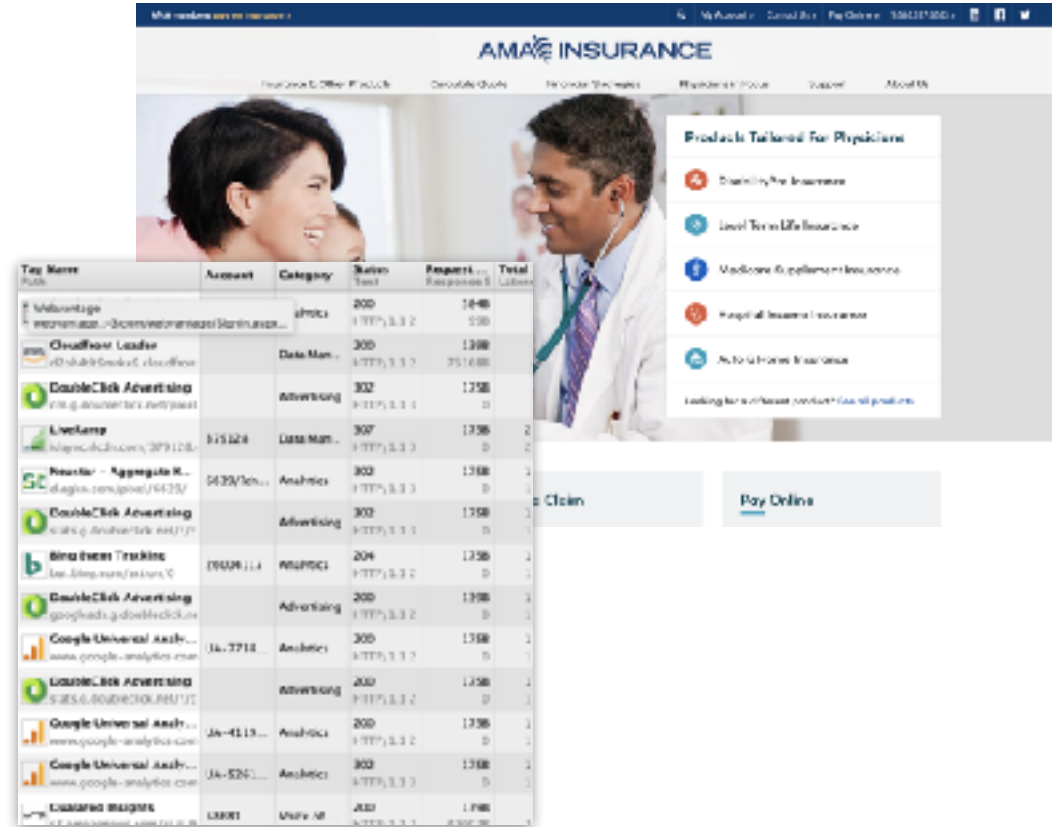
- A **full ADA assessment** including backend, metadata and frontend design
- Strengthen content and designs to **include AA standards**
- **Create test plan for every page** for AA ADA compliance
- Make sure all of your tools are **HIPPA compliant**
- **Reuse of ADA-compliant code** library lowers overall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

Allstate ADA Compliance Test Plan		Project Name: Allstate MFC Support and Call Center Reporting Job Number: MFC/CF Version: 1.0
OVERVIEW		
This document defines ADA compliance criteria. It is used as the foundation for testing and remediation of the system. It is used to create a test plan for the system.		
1. Scope - This test plan covers the system and its components. It is used to create a test plan for the system.		
2. Goals - The goal of this test plan is to ensure that the system is accessible to all users.		
3. Assumptions - The test plan assumes that the system is used by users who are not visually impaired.		
Developers (S/Developers Used)	Desktop Tools Used	
N/A	N/A	
Devices Used	Device Tools Used	
N/A	N/A	

Level	WCAG	Guidelines	Design Requirements	Design
A	2.1.1	<p>Keyway Characterization Focus on all areas for users navigation for using the system, navigation items are not possible to use or information about navigation items is not available. People who are blind are unable to use the system. People who are blind are unable to use the system. People who are blind are unable to use the system. People who are blind are unable to use the system. People who are blind are unable to use the system.</p> <p>Examples:</p> <ul style="list-style-type: none"> A 120x120 pixel of computer text is used and it is not distinguishable from the rest of the page. A 120x120 pixel of computer text is used and it is not distinguishable from the rest of the page. 	<ul style="list-style-type: none"> Buttons do not rely upon shape, color, or orientation. (e.g., "Click the square icon to activate the function and the right-hand column"). Buttons do not rely upon sound (e.g., "The button sounds like a bell when you click it"). 	
A	2.1.2	<p>Use of Color Color is not used as the only visual means of conveying information, including an action, prompting a response, or indicating a state or status.</p> <p>Examples:</p> <ul style="list-style-type: none"> A link is not used to indicate a required field. A link is not used to indicate a required field. A link is not used to indicate a required field. 	<ul style="list-style-type: none"> Color is not used as the only visual means of conveying information or distinguishing visual elements. Color is not used to indicate a required field. Color is not used to indicate a required field. 	
A	2.1.3	<p>Audio Content is not used as the only visual means of conveying information, including an action, prompting a response, or indicating a state or status.</p> <p>Examples:</p> <ul style="list-style-type: none"> A link is not used to indicate a required field. A link is not used to indicate a required field. A link is not used to indicate a required field. 	<ul style="list-style-type: none"> Color is not used as the only visual means of conveying information or distinguishing visual elements. Color is not used to indicate a required field. Color is not used to indicate a required field. 	Pass
AA	2.1.4	<p>Content (Hidden) Provide enough contrast between text and its background so that it can be read by people with low vision (who do not use assistive technology) and by people with low vision (who do not use assistive technology).</p>	<ul style="list-style-type: none"> Text and images of text have a minimum ratio of at least 4.5:1. Large text (over 24 point) or 14 point (small) has a minimum ratio of at least 3:1. 	Pass

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



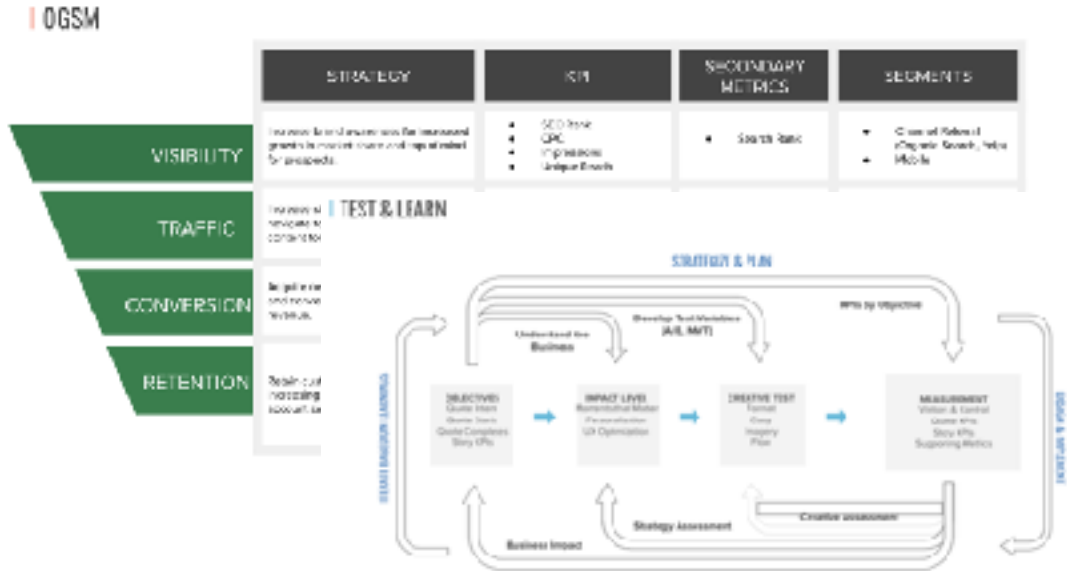
The image shows a screenshot of the AMA Insurance website. The top navigation bar includes links for "Insurance & Other Products", "Download Quota", "How to Use This Site", "Member's Home", "Support", and "About Us". The main content area features a large image of a doctor and a patient, with a sidebar titled "Products Tailored For Physicians" listing various insurance options like "Dental/Pre Insurance", "Level Term Life Insurance", "Medicare Supplement Insurance", "Hospital Income Insurance", and "Accidental Death Insurance". A "Pay Online" button is visible at the bottom right.

Overlaid on the bottom left is a table with the following columns: Tag Name, Account, Category, Status, Request, and Total. The table contains the following data:

Tag Name	Account	Category	Status	Request	Total
ValueRange		promo	300	1440	1440
CloudFront Leadin		Data Man...	300	1300	1300
DoubleClick Advertising		Advertising	302	1250	1250
LiveLamp	375326	Live Man...	307	1230	1230
Keenstar - Aggregate R...	5439/1ch...	Analytics	302	1200	1200
DoubleClick Advertising		Advertising	302	1150	1150
Blind Street Tracking	0908114	ANALYTICS	204	1250	1250
DoubleClick Advertising		Advertising	300	1200	1200
Google Universal Asht...	JA-7714	Analytics	300	1150	1150
DoubleClick Advertising		Advertising	300	1250	1250
Google Universal Asht...	JA-4113	Analytics	200	1200	1200
Google Universal Asht...	JA-524	Analytics	300	1150	1150
Customized Insights	13881	Mobile AP	320	1100	1100

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



	KPIs					
	Target	Actual	Target	Actual	Target	Actual
Revenue	10,000	12,000	100	120	10,000	12,000
OC Growth	0.15	0.20	30	35	10000	12000
RFU - AMU	0.05	0.08	10	15	10000	12000
GR Growth	0.02	0.03	20	25	10000	12000
ROI	15%	18%	10	12	10000	12000
Net	0.01	N/A	1%	N/A	1.0	N/A



	DIGITAL MARKETING	
	Target	Actual
MC AdSense	100	120
MC AdSense	100	120
MC AdSense	100	120

	KPIs	
	Target	Actual
Revenue	10,000	12,000
OC Growth	0.15	0.20
RFU - AMU	0.05	0.08
GR Growth	0.02	0.03
ROI	15%	18%
Net	0.01	N/A

	OBJECTIVE	
	Target	Actual
Revenue	10,000	12,000
OC Growth	0.15	0.20
RFU - AMU	0.05	0.08
GR Growth	0.02	0.03
ROI	15%	18%
Net	0.01	N/A

64% increase in conversions YoY

VISIBILITY

TRAFFIC

CONVERSION

RETENTION

	STRATEGY	KPI	SECONDARY METRICS	SEGMENTS
VISIBILITY	Increase brand awareness for increased growth in market share and top of mind for prospects.	<ul style="list-style-type: none"> ● SEO Rank ● CPC ● Impressions ● Unique Reach 	<ul style="list-style-type: none"> ● Search Rank 	<ul style="list-style-type: none"> ● Channel Referral (Organic Search, Yelp) ● Mobile
TRAFFIC	Increase site traffic and ensure visitors navigate to relevant features and content for a positive user experience.	<ul style="list-style-type: none"> ● Site Visits ● Page Views ● Media CTR 	<ul style="list-style-type: none"> ● Bounce Rate ● Avg. Time on Site 	<ul style="list-style-type: none"> ● WM.com ● Landing Page ● Mobile Traffic ● Campaign Source
CONVERSION	Acquire new customers, increase sales and conversion rate for increased revenue.	<ul style="list-style-type: none"> ● Online Order Volume & Revenue ● Call Order Volume & Revenue 	<ul style="list-style-type: none"> ● Conversion Rate 	<ul style="list-style-type: none"> ● Regions ● Campaign Source
RETENTION	Retain customers and reduce costs by increasing account enrollments and account service enrollments.	<ul style="list-style-type: none"> ● Retention Lift ● My Account Enrollments ● Account Service Enrollments (Autopay, Paperless, Autopay & Paperless) 	<ul style="list-style-type: none"> ● Contact Us Requests 	<ul style="list-style-type: none"> ● 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



| 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**.

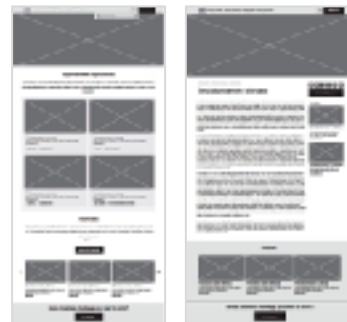


2. LEAD WITH CONTENT

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.

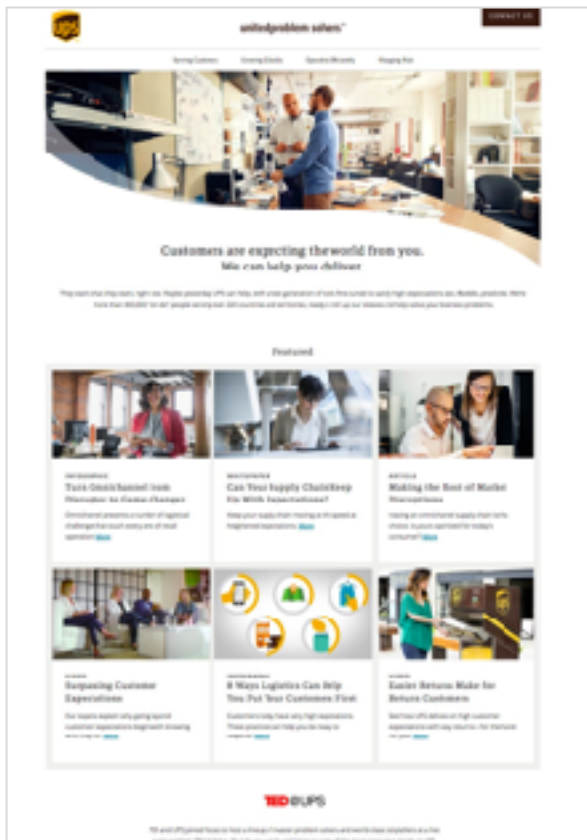


4. TEMPLATIZE IT



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")



Right UPS® Facts in the Chain Supply
Survey Snapshot

Conducting supply planning and the healthcare supply chain

82% of supply chain plans look like this.

How's yours?

82% of companies have no current supply chain strategy.

How is yours?

How to build an airtight healthcare supply chain strategy

pdf



Building An Airtight Healthcare Supply Chain Strategy.

Why creating a strategy can be your biggest investment.

The 2018 survey conducted for UPS Healthcare's "Right Facts for the Right Chain Strategy" revealed that 82% of companies have no current supply chain strategy.

UPS Healthcare



"You're going to need to get your strategy right."

UPS Healthcare



82% of companies have no current supply chain strategy.

UPS Healthcare



UPS
Most healthcare executives have no current supply chain strategy. Are you one? Start here: <https://www.youtube.com/watch?v=...>

82% of supply chain plans look like this.

How's yours?

How to build an airtight healthcare supply chain strategy



THE SUPPLY CHAIN CONTROLS 50-60% OF TOTAL COST

How to build an airtight healthcare supply chain strategy

| 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

A large group of approximately 100 people, including men and women of various ages, are posed for a group photo on the steps of a modern building entrance. The building features large glass windows and a central double door. The word "THANKS." is overlaid in large, white, sans-serif font across the upper portion of the image. In the foreground, large, bright orange 3D letters spell out "T3". The scene is set outdoors during the day, with shadows cast on the ground.