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## Call Program Quality Manifesto

Our mission at We Speak Insurance is to deliver the highest quality, consumer-initiated inbound calls to our insurance partners.



We Speak Insurance is a leader in call performance marketing in the insurance vertical and has been since it introduced the concept of “*The Bundle*” to its marketing and insurance advertising partners in 2011. The Bundle involves assembling multiple insurance advertisers to share in receiving consumer-initiated inbound calls. This approach ensures that we have a “home” for every call regardless of time of day, day of week, state and profile of consumer (e.g., insured, not insured). Insurance advertisers like this approach because they can employ filters to ensure they only get calls that meet their criteria. Marketing partners like it because they know that our program will absorb any call they send our way. As a result, We Speak Insurance is able to globally distribute its generic “save money on your auto insurance” campaigns.

Over the last several years, we have learned quite a bit about what works for call marketing and what doesn’t. We’ve also learned the inappropriate practices some outlaw marketing organizations employ to drive unproductive calls that waste our insurance partners’ valuable time and money.

Our success with the We Speak Insurance call program has spawned new competitors to the space. Obviously, we can’t control this, but we can maintain our leadership position by working closely with our partners to maintain the highest quality calls and by continuing to advance our model with new technology. Our proprietary technology, track record and deep understanding of the space helps us quickly identify and minimize calls generated by outlaw marketing organizations.

We have multiple processes that help us maintain the integrity of our call program:

1. We work exclusively with RingRevenue’s call platform to deliver calls to our insurance advertisers. No other call platform is as robust, reliable and flexible. Most importantly, the RingRevenue

- team is dedicated, knowledgeable and focused on delivering the best technology and service in the space.
2. Our terms and conditions with marketing partners contain explicit restrictions on what marketing practices are acceptable.
  3. Using proprietary technology combined with RingRevenue's call reporting platform, we employ real-time monitoring and analysis of call data to identify calls (and call sources) that are unproductive. As a result, we continuously eliminate call sources that do not send high quality calls to our bundle of advertisers.
  4. Our IVR script and prompts are structured to weed out consumer calls that are for any other purpose than to request an auto insurance quote.
  5. Our IVR script confirms with the consumer the insurance provider that we will be sending them to for an insurance quote.
  6. Our carrier advertisers report to us individual problem calls that we tie back to the original call source, so we can investigate and take the appropriate action.
  7. We have developed and employ proprietary technology to ensure that none of our marketing partners are using carrier trademarks to be displayed in a search result and drive "misdirected" calls to our insurance advertisers. Outlaw marketing organizations purposefully bid on insurance company trademarks, use trademarks in ad copy and/or use trademarks in URLs to be displayed in a search result. This practice is all too common and is effective in tricking the consumer into calling the wrong insurance provider. Consumers end up confused/angry and agents at insurance providers end up wasting time. We have named this leading edge technology TM Posse, and use it to ensure our marketing partners are not violating our search marketing restrictions. The objective of TM Posse is to eliminate misdirected calls from the We Speak Insurance program. Globally, we have partnered with insurance providers that share our values and desire to remove these outlaw marketing partners from the insurance industry