

MARKETING INSURANCE

Creating value beyond price

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INSURANCE MARKETING CHALLENGES

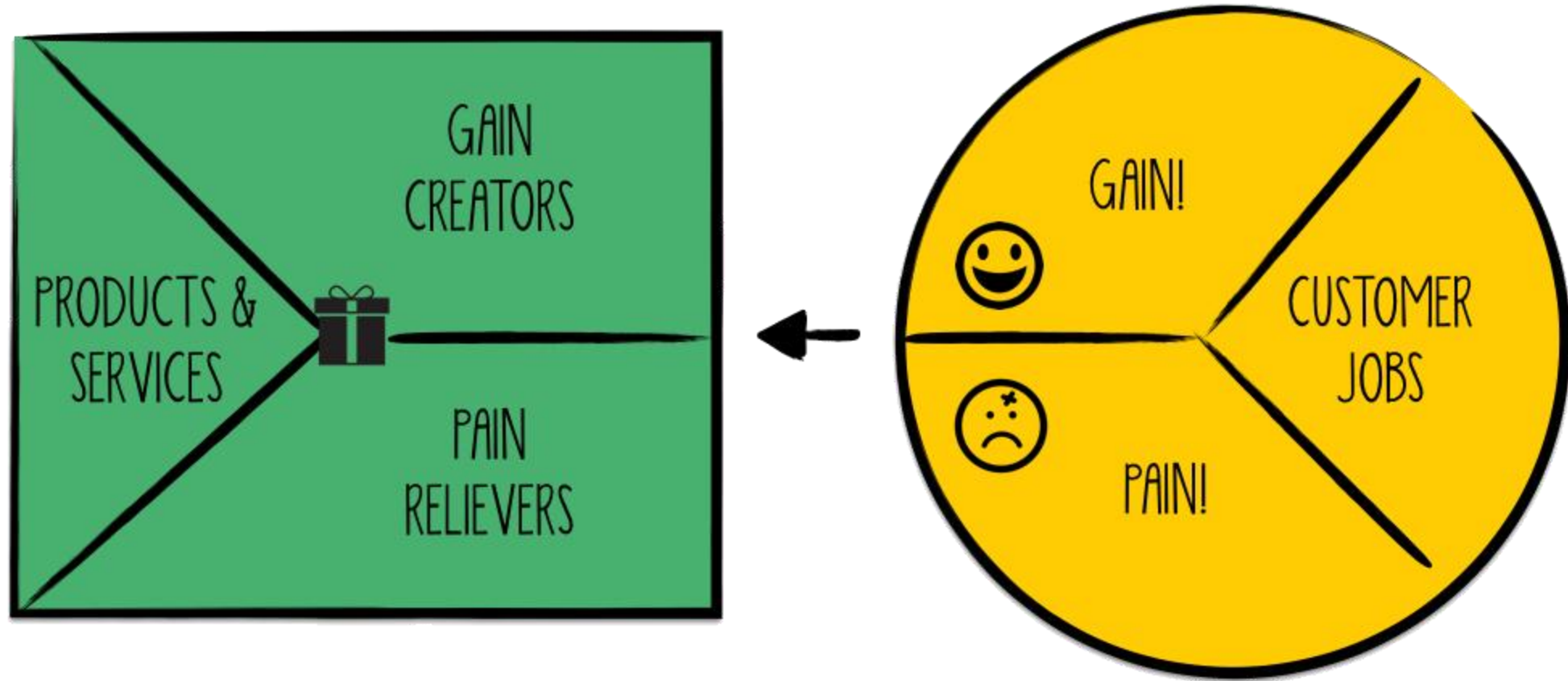
1. Highly Regulated Industry, especially in the United States
2. Low interest and low engagement industry, which leads to...
3. Price sensitivity







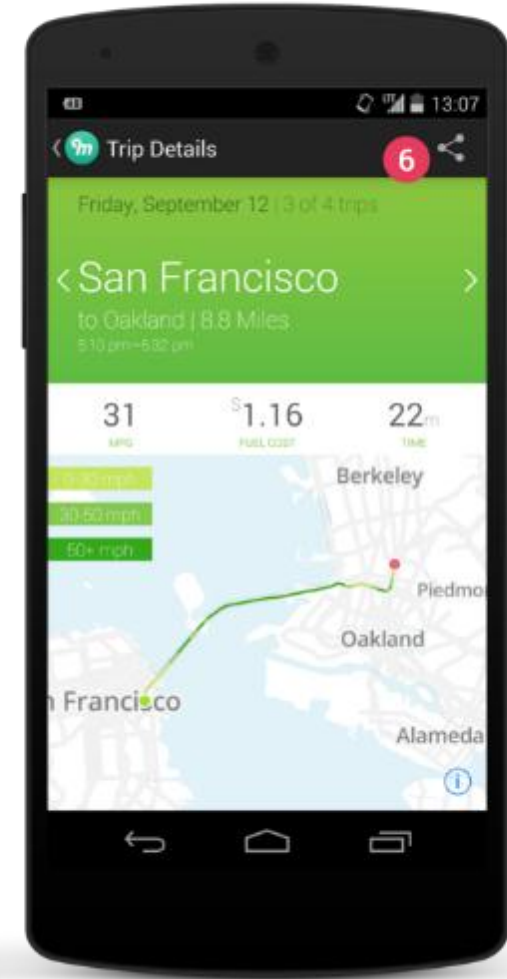
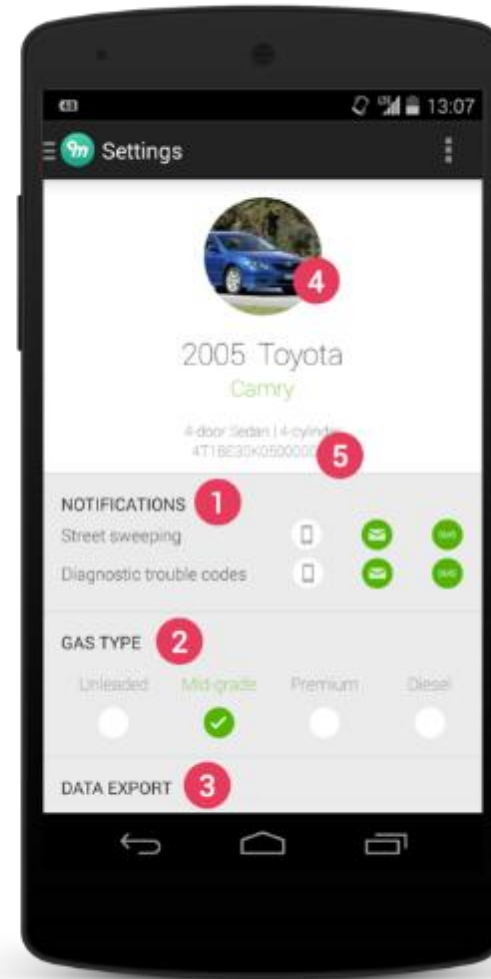
VALUE PROPOSITION CANVAS



metromile



metromile





friendsurance

Individuell versichern, gemeinsam sparen



Das friendsurance Prinzip



1 Wähle eine Versicherung aus.



2 Vernetze dich mit anderen Kunden.



3 Rückzahlung bei Schadensfreiheit.



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an **Allstate[®]** company

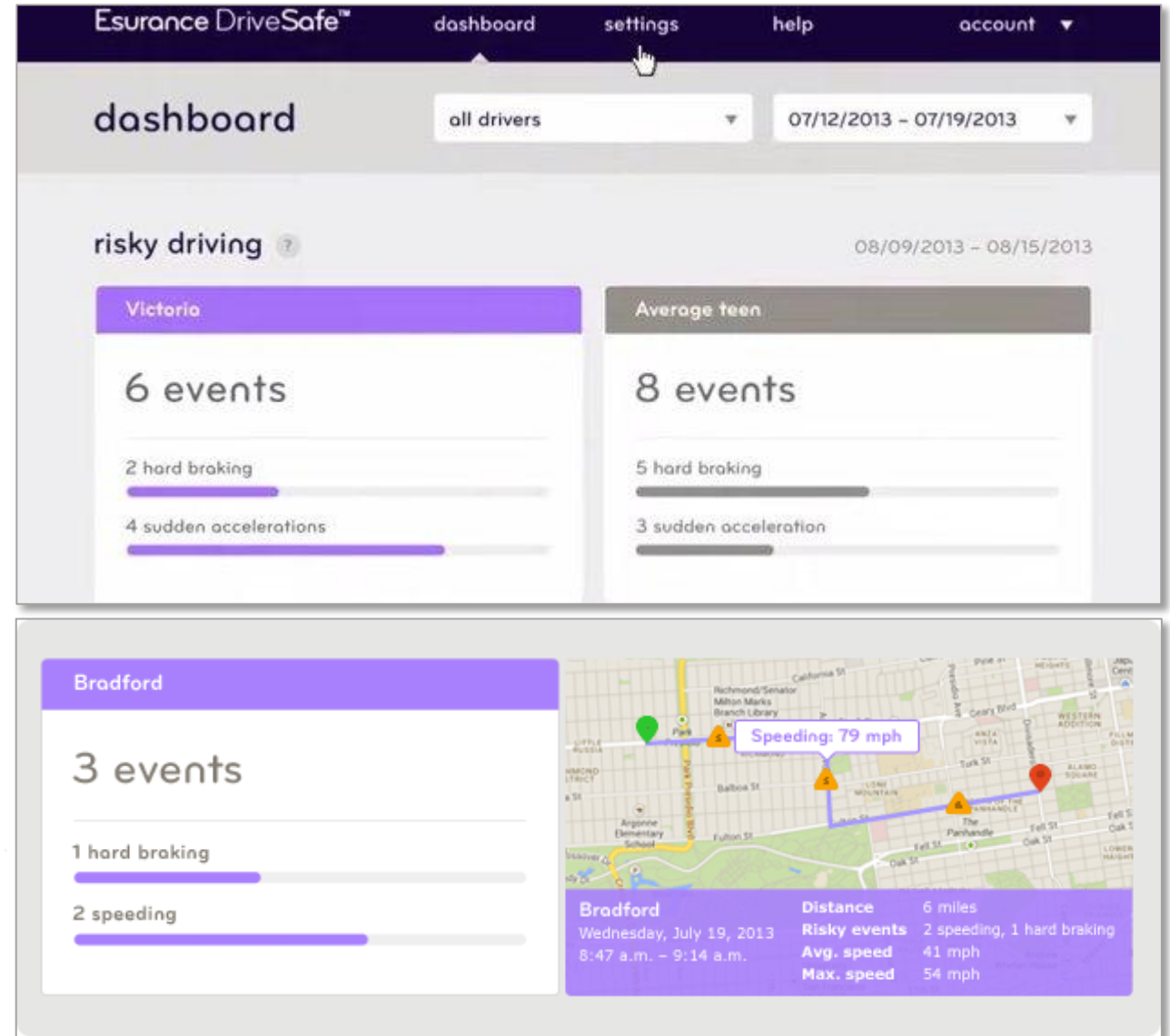




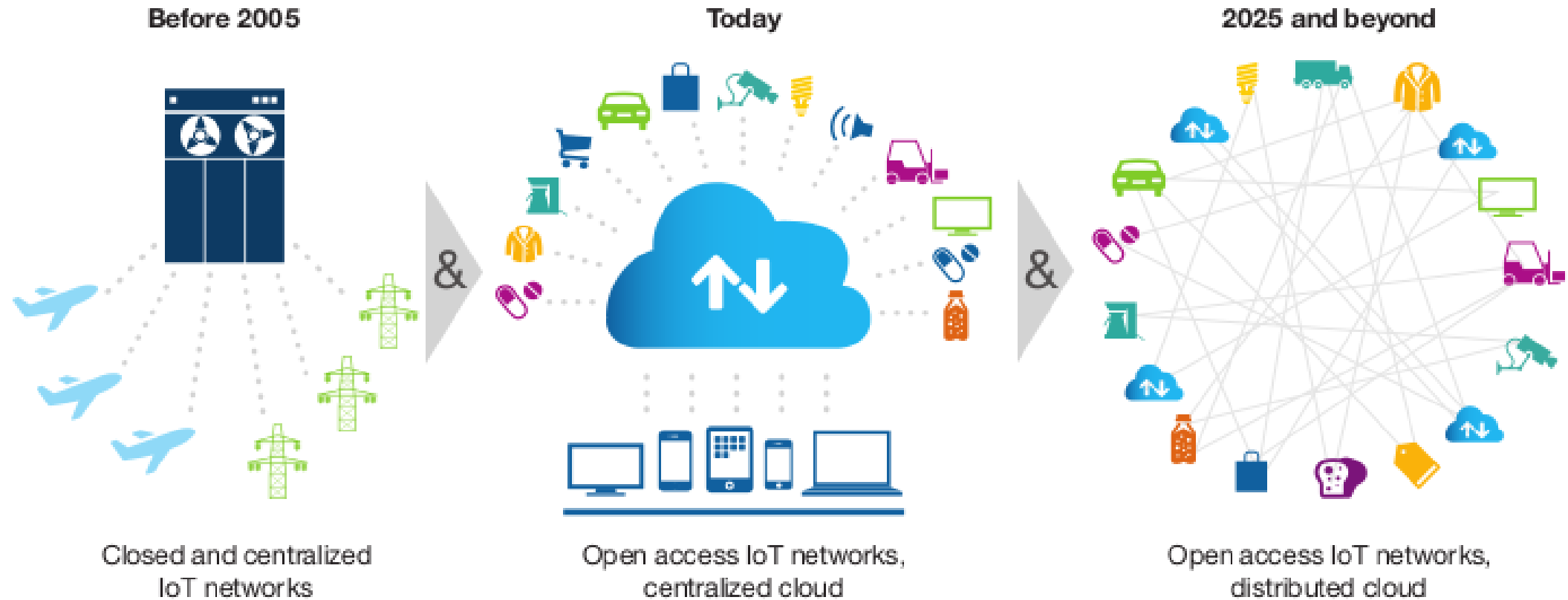
Esurance
DriveSafe™



teen driver safety device



Connected Devices and IoT



Value is driven by practical, consumer centric services





THANK YOU

