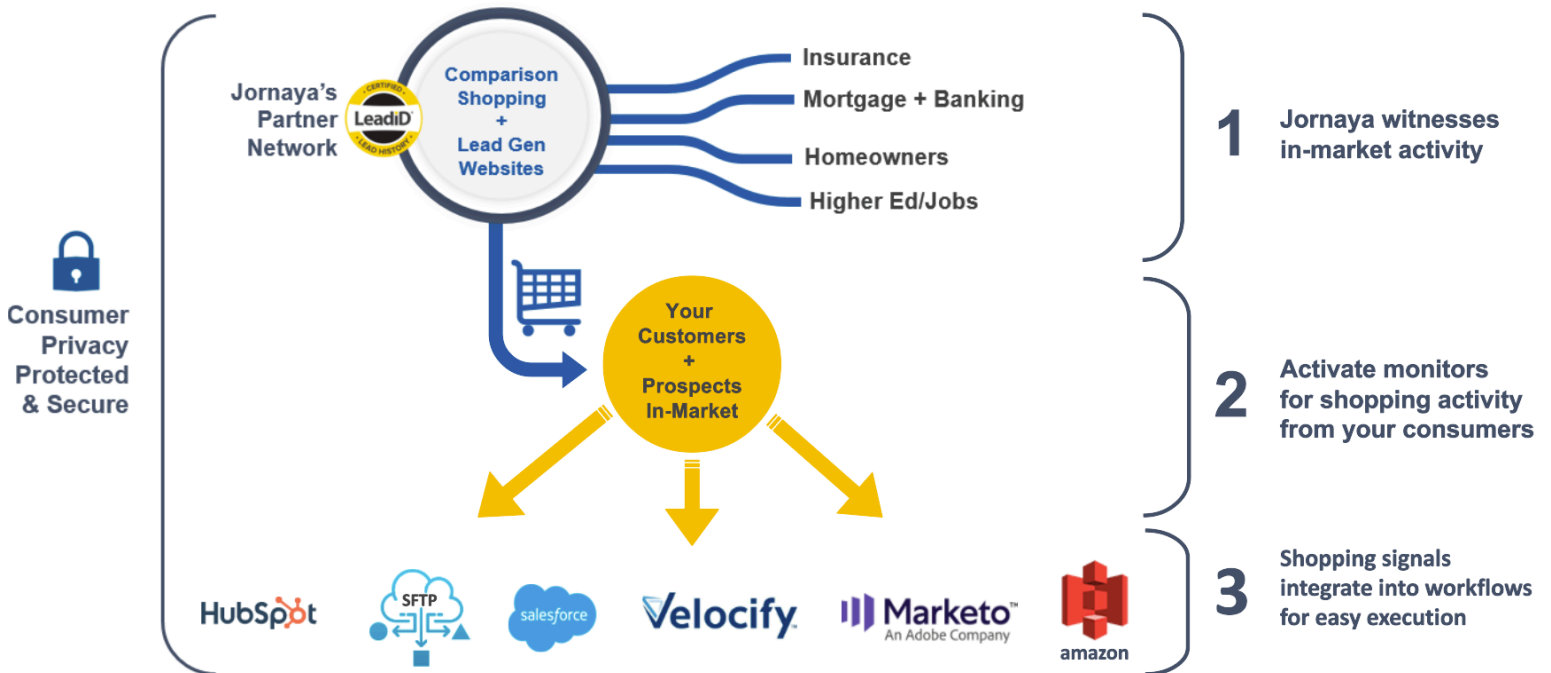


Activate Success Guide

Best Practices for Realizing ROI

Consumer behaviors are changing - so should yours. Activate enables you to securely monitor a list of your customers and prospects for shopping activity across our Partner Network. Our network of comparison-shopping websites covers the banking, mortgage, insurance and education markets, telling you who is in-market daily for specific products or services, when they are shopping and how frequently they're shopping.

As a marketer, you look for ways to improve the effectiveness of campaigns and drive measurable growth. Understanding a consumers' journey is important and meeting the customer **when they need you, how they want to be met** with the **right message** and for the **right product** is key to improving long-term customer acquisition and growth.



STEP 1 - Establish Use Cases

In order for you to build a strong foundation for any campaign, you must start with a clear use case. A clear set of use case(s) will provide direction and drive consistency across everyone involved.

USE CASE

Define and document your use cases, noting the segments to monitor and how many records will be monitored in each segment

Acquisition

- Do you want to monitor a list of prospects?
 - [e.g. for insurance - quote, no binds]
- Do you have a database of aged leads?
 - [e.g. first party inquiries, unconverted purchased leads]
- Do you have prior customers you want to win back?
- Do you have prospects you are nurturing and want to monitor their shopping activity?

Retention

- Do you want to monitor existing customers to prevent churn?

Growth

- Do you want to monitor existing customers for cross-sell opportunities?
 - [e.g. monoline auto policyholders for home insurance cross-sell]
- Do you want to monitor existing customers within one business unit for cross-sell within another?
 - [e.g. monitoring mortgage customers for insurance opportunity]

STEP 2 - Marketing Strategy

Now that you've established the use cases, defining your marketing strategy is necessary to determine which channels you will use, the messaging and content, the frequency of outreach, the success metrics and the Activate journeys you will use to initiate outreach. Pro Tip: Start small and prioritize one or two paths. Going too wide can create challenges for focus, measurement and optimization.

MARKETING STRATEGY

Define and document the channels you will use to reach consumers. Determine the messaging, and the cadence of outreach, along with the journeys that will trigger outreach.

- Define the overall business goal (e.g. drive best-in-class customer experience, drive marketing qualified leads, increase customer engagement by X% across all marketing campaigns)
- What strategy will you use to achieve the business goal? (e.g. personalize the customer retention experience)
 - What are the KPIs? (e.g. increase customer retention, decrease customer churn, existing customer revenue growth, net incremental revenue)
- What marketing channels will you use to reach consumers who are seen shopping? Ask yourself what you do best and start there.
 - Email
 - Dial
 - Text Message
 - Direct Mail
 - Display Ads
 - Website Content
- What are the tactics you will use to achieve the strategy? (e.g. email current customers with a relevant retention message when seen in-market)
- What is the metric(s) you will track to measure?
 - What will success look like? (e.g. 10% above current click & open rates?)

MARKETING STRATEGY (continued)

Metrics (cont.)

- Note: Activate is designed to allow you to see out into the comparison shopping ecosystem, beyond (but also including) your websites to see who is shopping so the metrics you track for success are top of funnel metrics (e.g. higher click through and open rates on emails or display ads, increased contact rates on calls or higher clicks on relevant website content)

Define your cadence and frequency of touchpoints

- [e.g.] 7 emails across 10 days
- How will you treat duplicate activity?
 - Suppression Logic
 - Prioritization
 - New Contact Strategy
 - [e.g. If a consumer was seen on Day 1 and dropped into an email campaign spanning 10 days, and seen shopping again on Day 3, will you suppress this consumer until they engage or reach the end of their cadence? Or will you consider prioritizing that consumer mid-campaign? Perhaps they are prioritized with a different contact strategy?]

Which [Activate journeys](#) will trigger outreach?

- [e.g.]
 - insurance_auto for current policyholders (retention use case)
 - mortgage_purchase for home purchase prospects (acquisition use case)
 - insurance_home for mono line auto policyholders (cross-sell)

STEP 3 - Testing Methodology

Every test should start with a hypothesis about what will be impacted by doing something different. How you gauge that success and what you compare to is important. Defining the audience who is being tested and what component will change about their experience is critical.

TESTING METHODOLOGY

Define and document your testing methodology. Determine the **Why, How, Who, What and When**. Track performance over time.

- Why** are we testing?
 - Create a hypothesis about the impact to a metric based on a given change
 - Example - “By personalizing the subject line, I can increase email open rates”
- How** will you gauge success and what will you compare it against?
- Who** is the audience with whom you’re testing (and/or comparing against)?
- What** component is changing about the situation or experience?
- When** is the duration of the test and timeframe?

Measurement Strategy Example

[Available Here](#)

STEP 4 - Creating your Monitoring File

Your monitoring file is the list of customers/prospects that you care about and want to monitor on the Activate platform

Creating your Monitoring File

Ensuring your monitoring file is built to spec is critical to the success of the Activate platform returning the most signal.

- For best results, the most successful clients provide the following three identifiers for **EACH** record in the file:
 - phone number (one **at minimum. More is better**)
 - email address (one **at minimum. More is better**)
 - Postal Address

- If you are monitoring < 250,000 records, it is not advisable to include less than what is listed above and if possible, include LeadID Tokens.

- When submitting your Monitoring file to VMS, it is strongly recommended that you sign up for [validation email notifications](#). These notifications will alert you to any issues with the monitoring file and help address them quickly.

Monitoring File Specification Document
[Available Here](#)

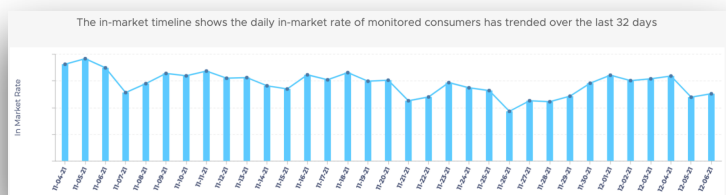
STEP 5 - Receiving Activate Signal

Activate Signal refers to the consumer shopping activity that Activate sees across its Partner Network of comparison shopping websites. When Activate witnesses activity for any of the records in an [Activate Monitoring File](#), the in-market activity for those records is reported in the next days' signal file.

Receiving Activate Signal

There are various methods to receive Activate signal on a daily basis. You'll want to ensure you have a technical resource to develop the best way to ingest Activate data to be able to act on it quickly.

- For best results, the most successful clients develop a process to ingest and act on the Activate signal **same day**. (Note: It is not ideal for the action (email, call, etc...) to be 24+ hours removed from the day the signal is received)
- VMS currently allows for retrieving Activate signal through the following integrations:
 - SFTP
 - Salesforce
 - Marketo
 - API Endpoint
 - Amazon S3
 - Hubspot
 - Velocify
 - Email Attachment
- If you are pulling the Activate signal into a platform, creating fields to store the values is necessary and depending upon which fields you create, can also be beneficial to your internal reporting. We recommend that you discuss this internally and with your VMS Customer Success Manager to setup a structure that will make sense for you.
- [Activate Insights](#) are available in myJornaya and provide one-click access showcasing trends about the shopping behavior of your prospects and customers across the journeys you are subscribed to. Your CSM can provide access to myJornaya.



STEP 6 - Updating your Monitoring File

A refreshed monitoring file is important to the success of your campaign

Updating your Monitoring File

Ensuring your monitoring file is built to spec and updated on a recurring basis is important.

- Monitoring files should be updated **monthly**; and submitted during the first (3) days of the month
- Depending on your use case, your updated monitoring file should account for prospects who have aged in, new customers and exclude those who have achieved a desired outcome (e.g. bound policy, funded loan)
- You should always ensure your monitoring file includes the total # of records in your Activate contract so that you're not leaving any records on the table. Your VMS CSM can confirm this number for you.
- When submitting your Activate Monitoring file to VMS, it is strongly recommended that you sign up for [validation email notifications](#). These notifications will alert you to any issues with the monitoring file and help address them quickly. Not addressing issues with your monitoring file can lead to loss of signal.

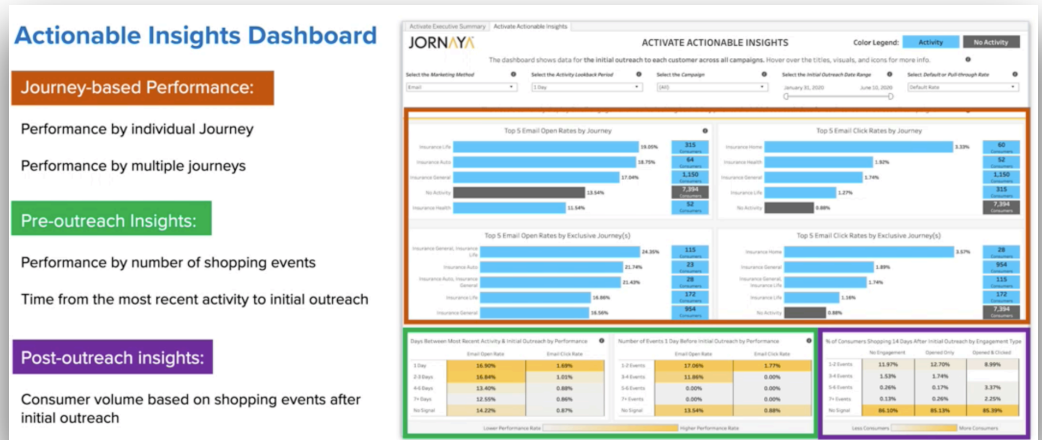
STEP 7 - Analyzing Results

Analyzing results of your marketing campaign driven by Activate should be done often and with your VMS CSM and Account Executive

Analyzing Results

Knowing how your campaigns are performing are critical to the success of Activate and identifying opportunities to optimize

- You have the ability to pair performance data from your campaigns with Jornaya's aggregate insights to quickly understand high-level trends and correlations.
- Activate Engagement Dashboard Specifications are located [here](#)
- If you choose not to use the Activate Engagement dashboards, having the ability to track performance is crucial to ensuring success. Clients have used their own internal reporting, excel sheets and dashboards in review with VMS to monitor on a regular basis and optimize performance.
- An overview of the dashboard can be found [here](#)



STEP 8 - Optimizing Campaigns

Setting up campaigns takes a lot of hard work, attention to detail and resisting the temptation to boil the ocean. You likely started with a basic approach at the recommendation of your VMS CSM. Activate offers additional insights you can optimize campaigns on.

Optimizing Campaigns

There's a good chance your initial approach was acting on a consumer if they exhibited any signal, across any journey and perhaps with a general message.

- Successful clients have taken the following approach to optimizing their campaigns. The good news is you will have these datapoints already available to analyze from your existing campaign.
 1. # Of Events
 - As part of the daily activate signal, # of shopping events is returned. A consumer who exhibited 3 to 4 shopping events vs. 1 to 2 may have a higher intent to take action with you, therefore you can optimize your campaign by prioritizing these consumers.
 2. Journey
 - Journey is another insight returned in the daily file. Creating content relevant to the consumers' journey can personalize their experience even further. For example, if your campaigns started out with a generic email message for everyone, consider creating journey-specific emails and send those emails when a consumer is seen in that journey
 3. Time of Day
 - The time of the day that the majority of consumers shop could help guide you on when to send your emails. Time of Day insights are included in the daily files and also available in myJornaya under insights.

ACTION ITEM

Complete and document the steps in the provided workbook and submit back to your Verisk Marketing Solutions Customer Success Manager for review and recommendations