

STARK GROUP



Disrupting the insurance industry

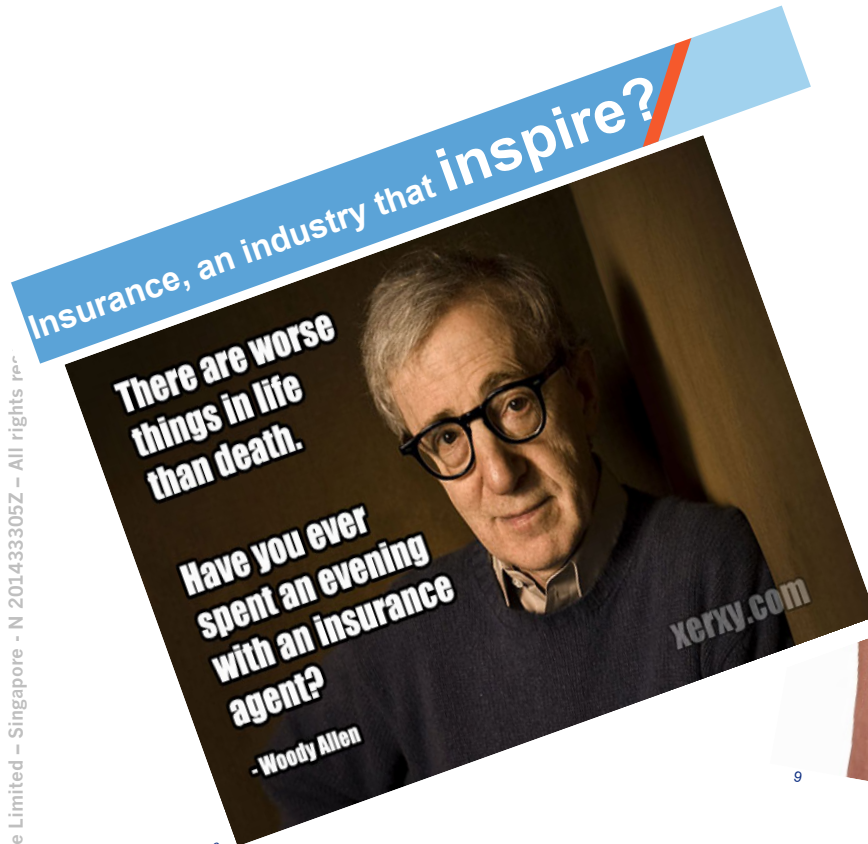


Customer segmentation

*from profile to behavior, reinventing
customer segmentation*



It was 2 years ago....



How to create greater value perception and willingness to pay
And make our product customer focus?



And it was last year



3

Is the Insurance Industry like....



Can digital enhance the customer journey for greater onboarding and understanding of the product?



My Last slide last year

If you look at it



Digital services leverage on **data & connectivity**

which is the Primary **need** of the Insurance industry

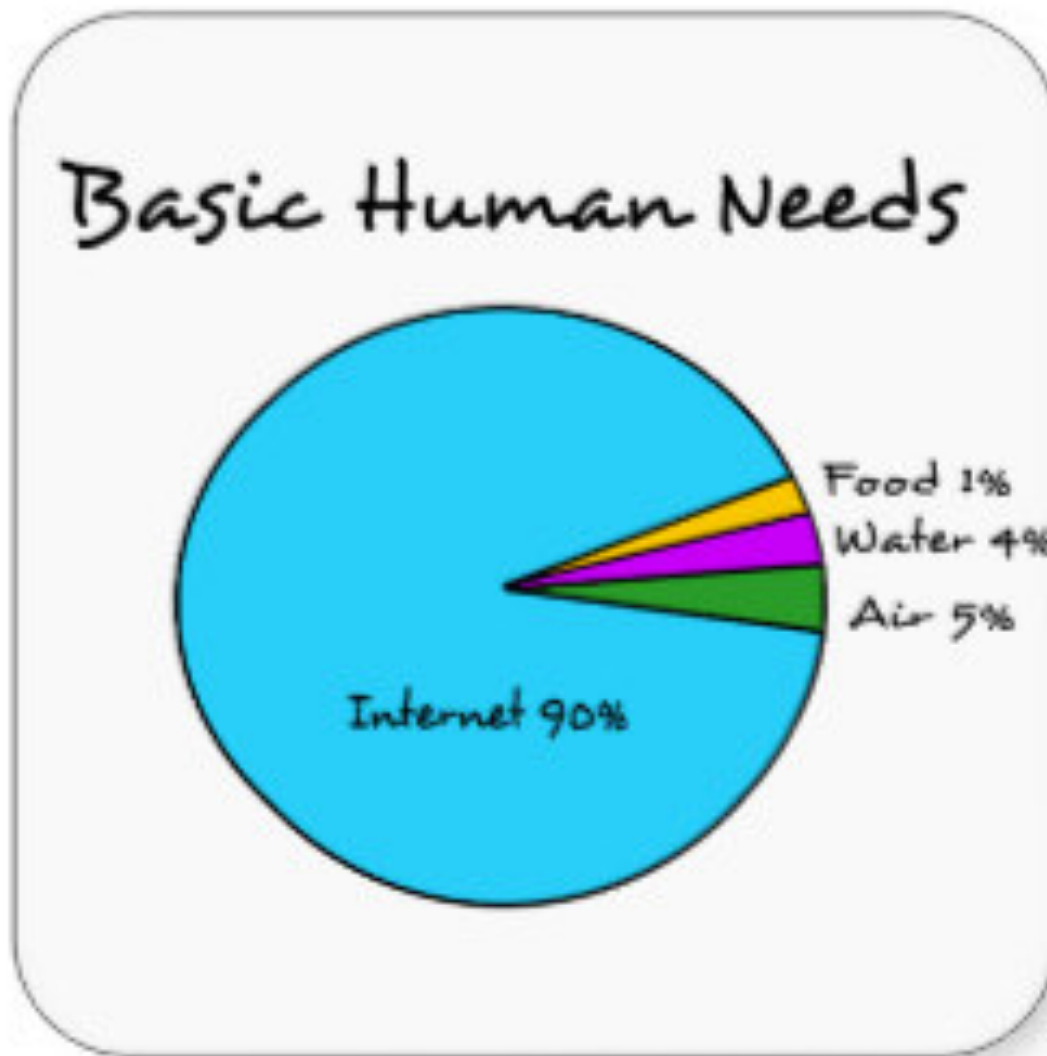
Digital allows **ultra targeting & segmentation**

which is the Primary **goal** of the insurance industry





The reality....





Where are your customers

JUN
2014

GLOBAL DIGITAL STATISTICS

UPDATED

7,176,000,000

TOTAL POPULATION



52%

URBAN

48%

RURAL

2,908,000,000

INTERNET USERS



we
are
social

41%

INTERNET PENETRATION

1,972,000,000

ACTIVE SOCIAL MEDIA USERS



27%

SOCIAL MEDIA PENETRATION

3,553,000,000

UNIQUE MOBILE USERS



50%

MOBILE PENETRATION

7,069,000,000

ACTIVE MOBILE SUBSCRIPTIONS



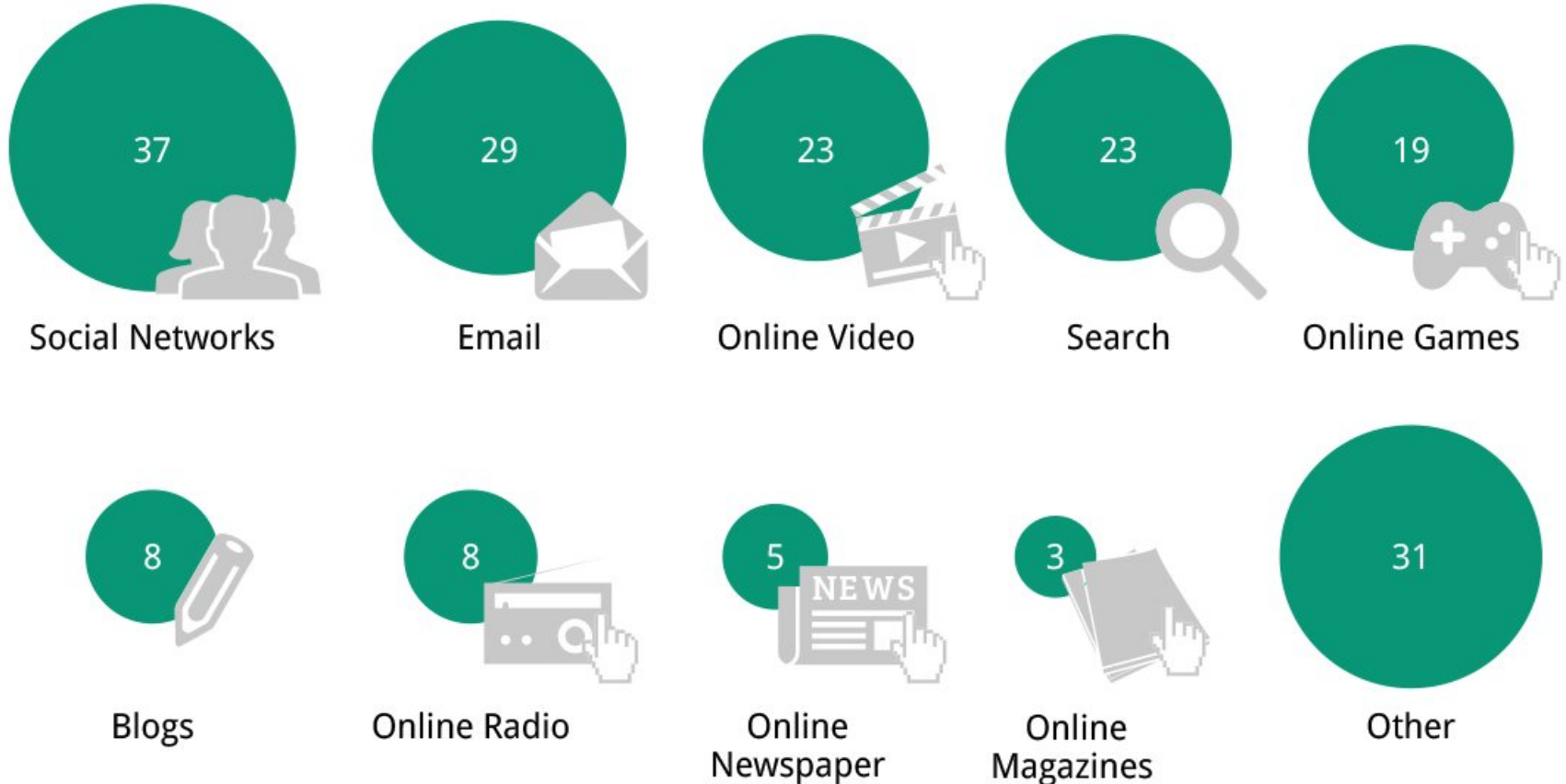
98%

MOBILE SUBSCRIPTION PENETRATION

We Are Social • Sources: US Census Bureau, InternetLiveStats, InternetWorldStats, CNNIC, IAMAI, Facebook, Tencent, VKontakte, GSMA Intelligence

@wearesocialsg • 4

And what do they do?

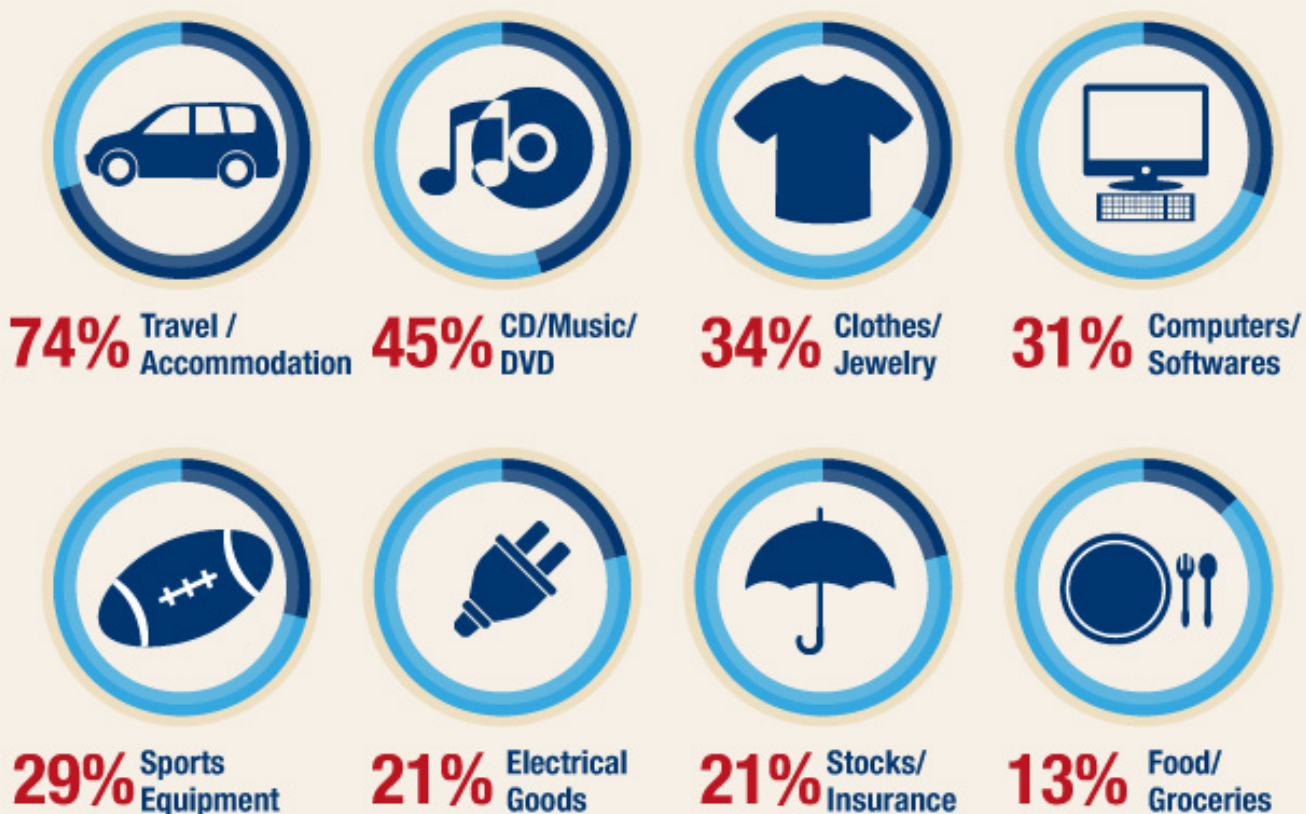


n= 5,000 adults (ages 18-64)



They also purchase online

Popular Categories Purchased Online by Online Buyers



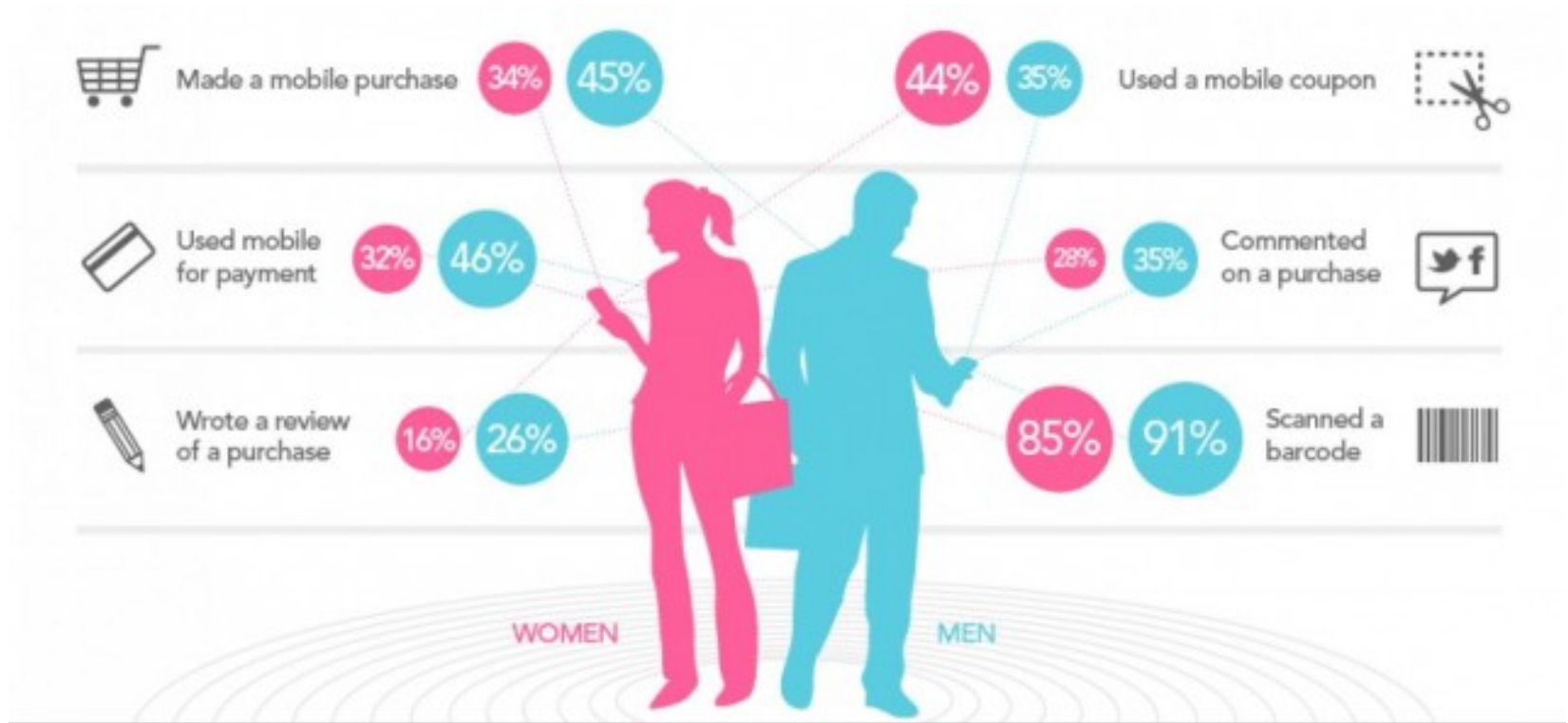


But before?





By doing all these, your customer lets its personal data everywhere





While active data maybe misleading

7. In **AMERICA**, men **LIE** most about:



Women **LIE** most about:





Passive Data doesn't lie

Key Findings

37% Users Block Strangers From Viewing Their Profiles Through a Google Search



YET

81% Allow Anyone on Their Network to See Their Recent Activity





And they spend a lot of time spreading data





And what does the data tell you?



“I need to show off”



“ hey! Look! I showed off”



“Where to show off”



“Look how I showed off”



“I am the best at showing off”



“Let me explain how to show off”



How to leverage on these data to propose the right product

Current paradigm In Insurance	New paradigm	To assess
Gender, DOB, Status	Relationships, interpersonal behavior	Risk assessment, Product needs
Income, Assets	Spending habits	Risk assessment, take up opportunity, type of product
Pre-existing, current conditions	Life habits (sports, social, interest, culture)	Risk assessment, product segmentation
Claims Frequency	Change of behavior on the net	Risk assessment,
Distribution channel category	Digital loyalty (brand attachment, time spent on the net....)	Retention, Up-sell / Cross sell opportunity



How to leverage on these data to propose the right chanel

Current paradigm in insurance	New paradigm	To assess and push
What intermediary does the customer use	Evaluate What Websites he visits	In order know how to reach your customer And What product to push
The number of products they own	Evaluate what time, How long, frequency	To know when and what to push: Product information, promotion, a product to buy
The relationship they have with intermediaries	Evaluate what type of data they share (payment type, personal info, active or passive data)	Product subscription complexity
	Type device used: Mobile app, websites,...	Product subscription complexity
	What do they say, what do they do in the website	Product scope complexity, Promotion



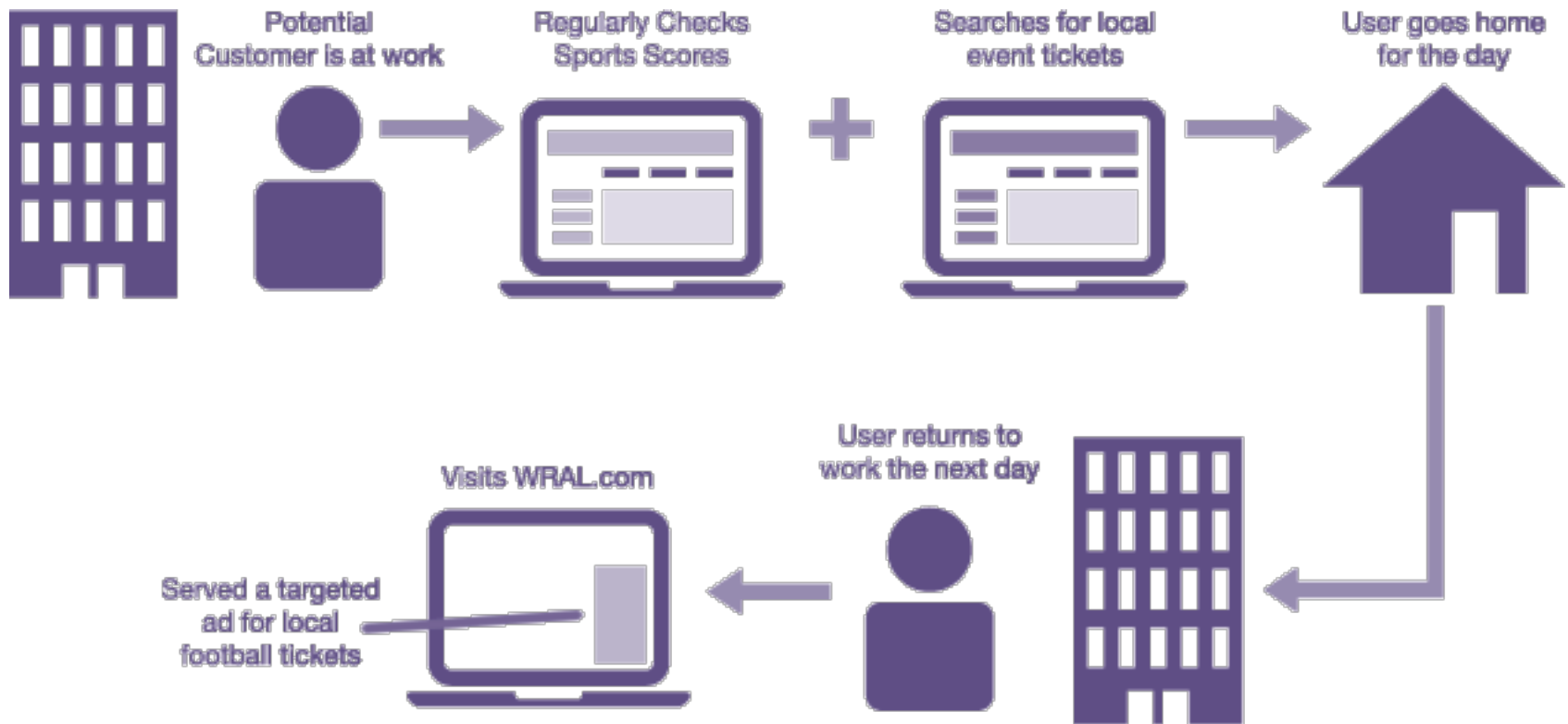
OK so concretely how does it work?

Scenario 1: Go online first and make yourself visible as much as you can...

Example - Video



Scenario 2: track & understand your prospect first





How to make it work in Insurance

Targeting

- Contextual
- Daypart
- Frequency capping
- Geographic
- Keyword
- Audience
- Behavioral
- Intent to buy
- Past purchase
- Re-targeting

	So happy to go to Bali next week
	Any tips on villa in Bali
	Search for air ticket, hotel....
	Watch video of surf in bali
	"ready to be off, next week after 15 years in my company"
	"yes, I am going 1 week, with my family, from...."

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... then make your offer visible

Formats

- Integrated ads
- Floating ads
- Interactive / Rich
- Video
- Text

Your Booking Details

Mulia Resort Nusa Dua ★★★★★

Location: Nusa Dua / Benoa, Bali
 Check-in: Tue 26 May, 2015
 Check-out: Thu 28 May, 2015
 Stay: 2 Nights, 1 Room, Max 2 Adult(s)

It's only 1 day before your trip starts and the closer you get, prices rise and availability becomes tight. Book today to avoid disappointment!

Congratulations! You got the best rate at Mulia Resort Nusa Dua.

Agoda Members Login

Your Information

First Name: Last Name:

Email:

Email (confirm):

Don't miss out! There are only 4 rooms left at this price!

1 Room x 2 Nights	USD 4,634.26
Breakfast Included	USD 612.08
Total Price (for 2 nights & all guests)	USD 740.62

Hotel tax 10% included, Service charge 10% included ⓘ

[Booking Conditions](#) ⓘ

[agoda price guarantee](#) ⓘ

redefining insurance

Miracles don't always happen when you lose your luggage.

Prepare yourself against accidents.

20% off AXA SmartTraveller

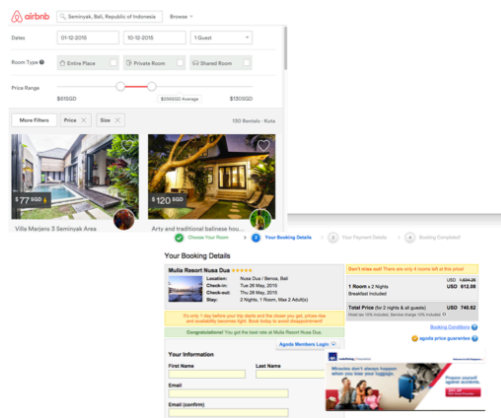


What about your product

1. Prefilled
2. Segmented
3. Priced

Formats

- Integrated ads
- Floating ads
- Interactive / Rich
- Video
- Text



Trip Details

Type of Trip ☒ Single ☐ Annual Multi-Trip

Departure Date

Return Date

Destination

Type of Plan ☐ Individual ☒ Family

Are you a Singaporean/PR above 65 years old? ☒ No ☐ Yes - Enjoy 50% off!

Have you been referred by an AXA Intermediary? ☒ No ☐ Yes

Need Help?

Customer Centre

Tel: (+65) 1800 880 4888

Operating Hours

9:00 am to 5:30 pm
Mondays - Fridays
(Excluding public holidays)

Our Offer

Your
SmartTraveller
Essential

Your Benefits

- Up to \$250,000 for Accident (Death & Total Permanent Disablement, Tuition Grant for child)
- Up to \$300,000 for Medical & Dental expenses (Including Follow Up Treatment, Child Care, Visit & Hospital Cash Allowance)
- Unlimited Evacuation & Repatriation
- Exclusive benefits worth more than \$20,000 (Baggage & Personal Effect, Purchase, Laptop, Mobile, Money & Travel Document, Baggage Travel Delay - Misconnection or Overbooked Flight, Fire Terrorism Cover, and many more)

(See all your benefits)

\$53.60

Double your benefits for
Upgrade to **SmartTraveller Comprehensive**

\$10.40

Total to pay

\$ 64.00



Is it difficult to put in place?

**Billions are Spent to Shape & Monetize the Digital Experience
Come Up Short in a Mobile, Cross-Device World.**



\$5 Billion will be spent in 2014 in these four categories alone.



@Invoca #callsbeatclicks

Source: Raab report 2014





Recap





And be prepared to have greater ratio

Productivity

Higher Premium
Conversion rate

Higher
Conversion rate

Clearer & Faster

Credible

Engaging

Lower Combined ratio

Lower average claims

Attractive & appealing

STARK GROUP



Disrupting the insurance industry



Thank You