

Positive Change Negative Change

# of Policies Effective to Date

4,236

-13.5% | -662  
vs Previous Month

# of Claims

31

+14.8% | +4  
vs Previous Month

Total Premium Revenue

\$ 396.7K

-12.8% | -\$ 58.1K  
vs Previous Month

Average Policy Size

\$ 93.64

+0.9% | +\$ 0.8  
vs Previous Month

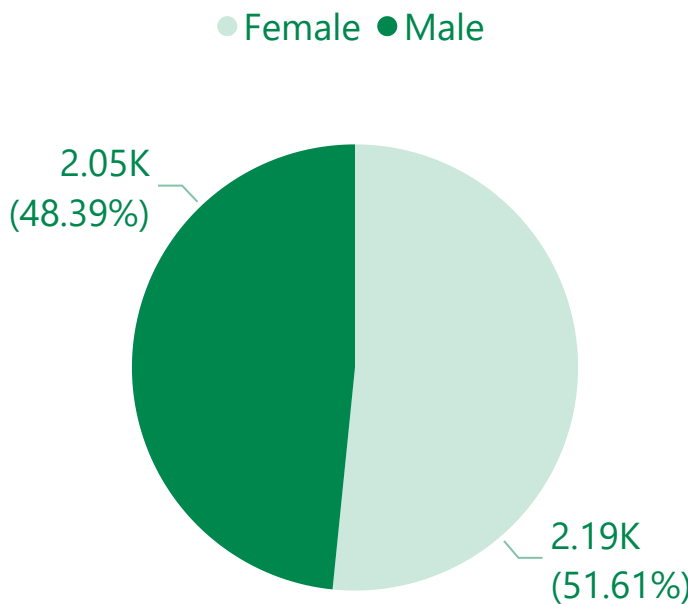
Loss Ratio

89.2%

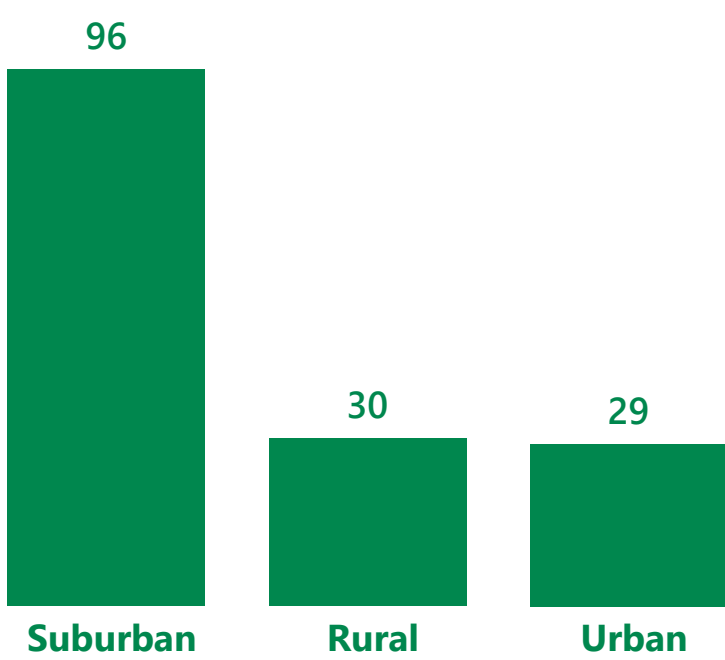
+8.5% | +7.01%  
vs Previous Month

Demographics

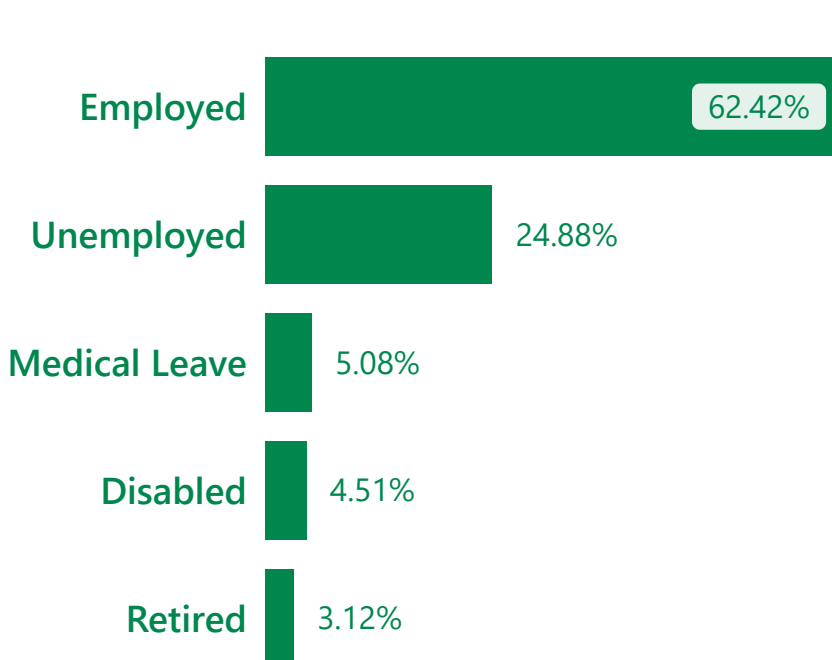
# of Policies by Gender



# of Claims by Coverage Area



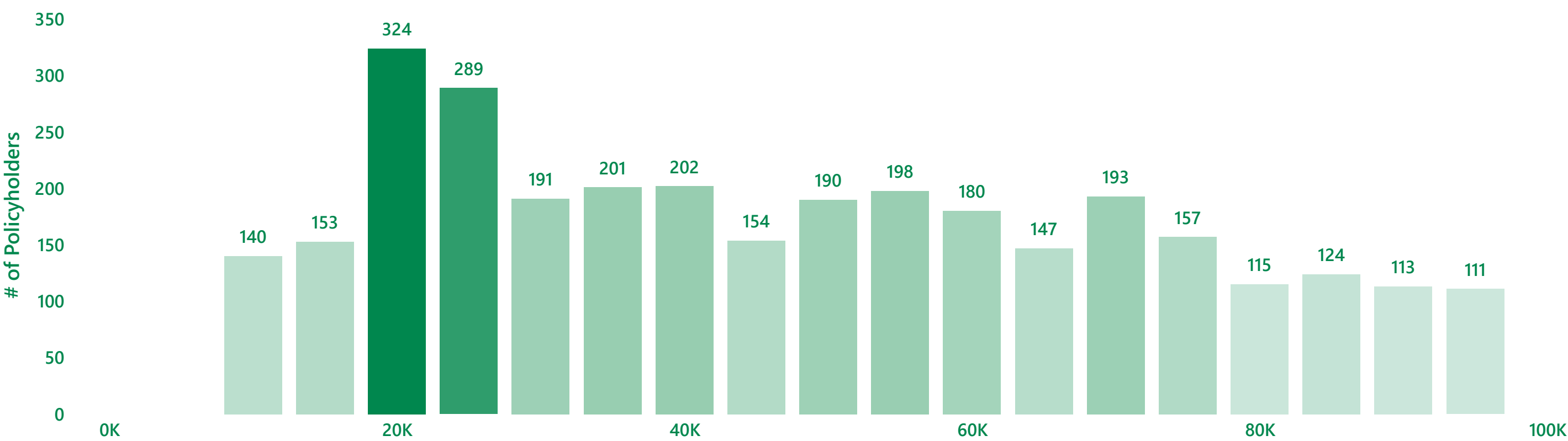
% Policyholders by Employment Status



Income Distribution

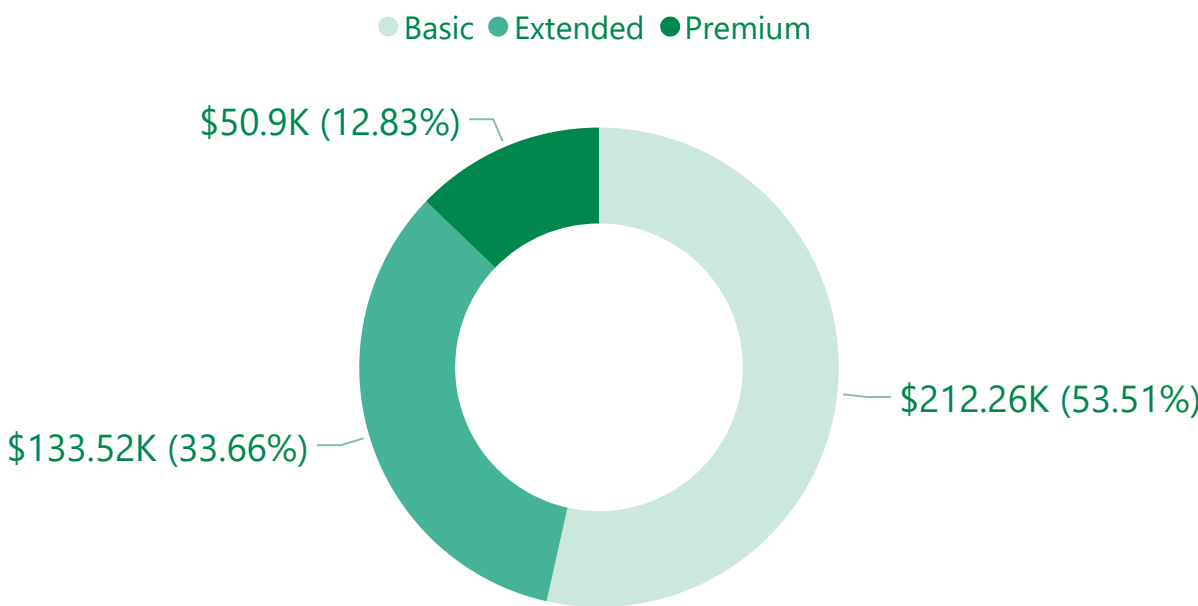
Mean Income: \$50.14K

St. Deviation of Income: \$24.49K

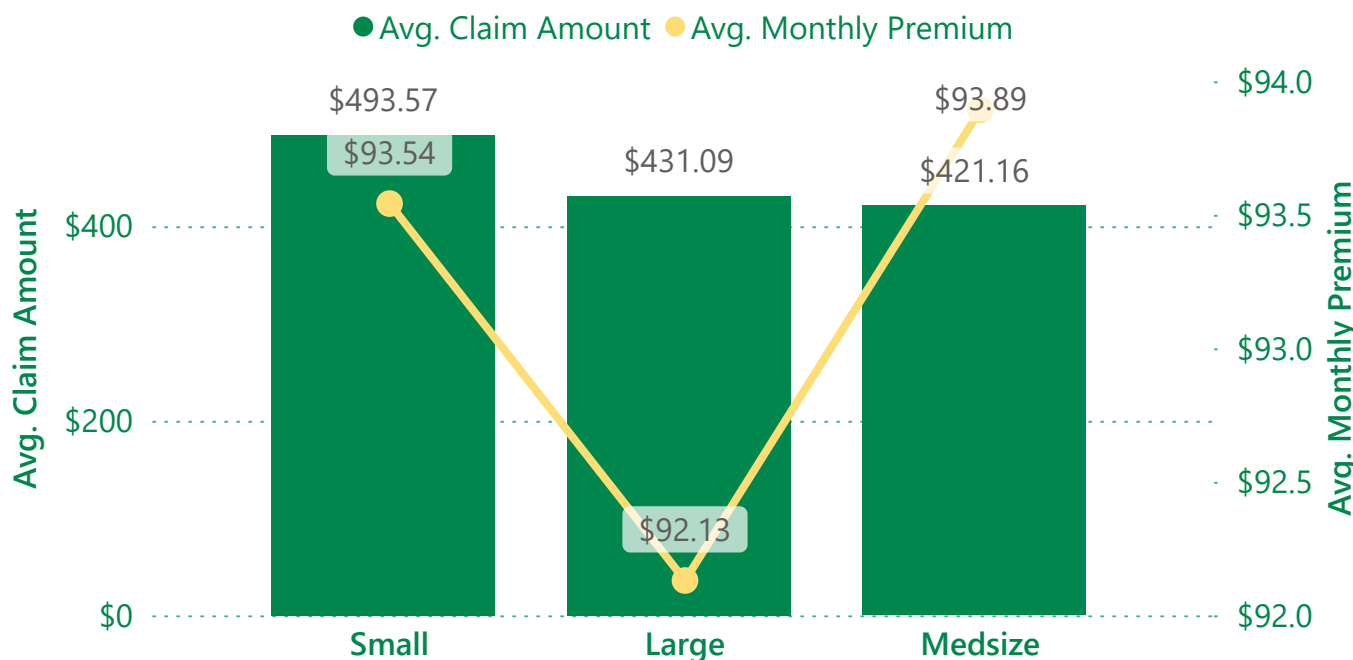


Premiums and Claims

Premium Distribution by Insurance Plan

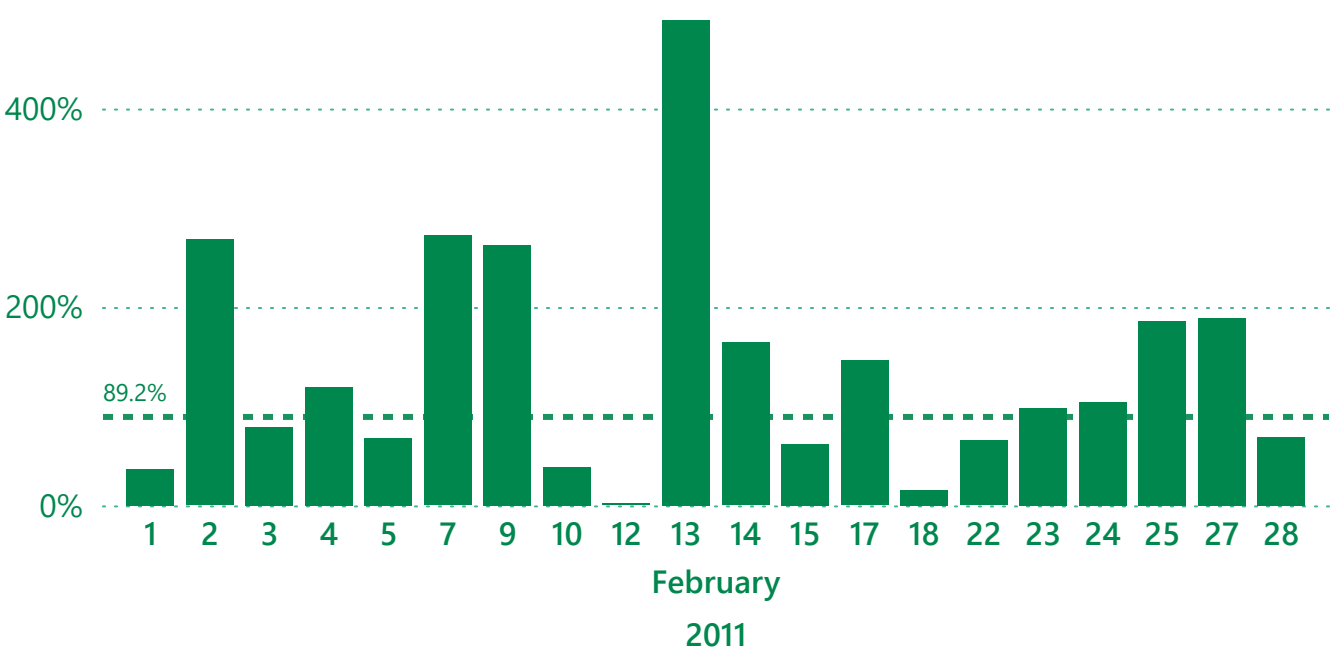


Comparison of Claim and Premium Amounts by Vehicle Size

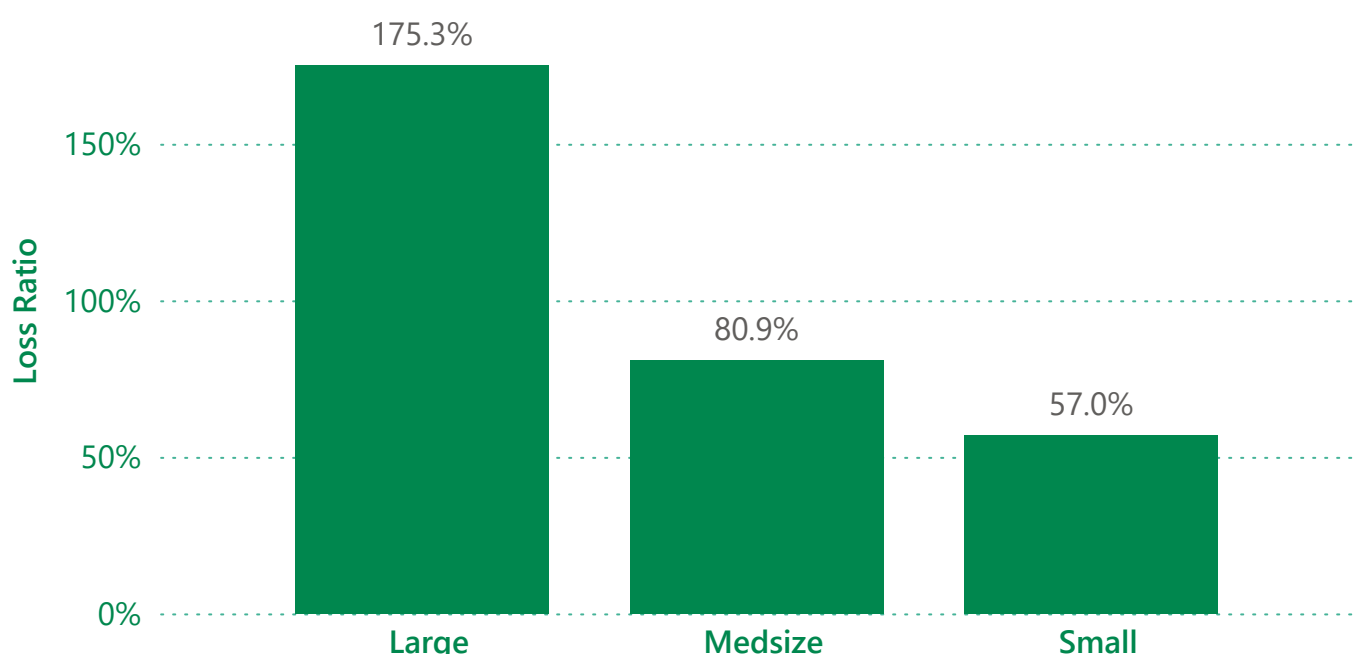


Loss Ratio

Loss Ratio Trend



Comparison of Claim and Premium Amounts by Vehicle Size



Filter Pane

Year

All

Quarter

All

Month

February

Region

All

Policy Type

All

Vehicle Size

All

Positive Change

Negative Change

Total Claims Incurred

\$ 13,419.56



+11.3% | +\$ 1.4K

vs Previous Month

# of Claims

31



+14.8% | +4

vs Previous Month

Claim Frequency

0.73%



+32.8% | +0.18%

vs Previous Month

Avg. Cost per Claim

\$ 432.89



-3.1% | -\$ 13.67

vs Previous Month

Loss Ratio

89.2%



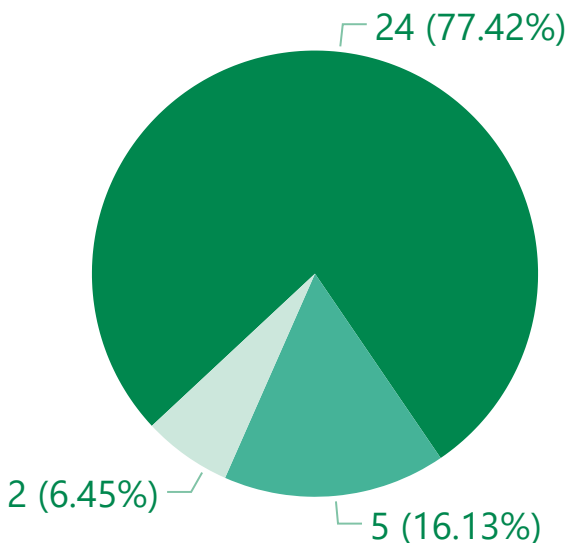
+8.5% | +7.01%

vs Previous Month

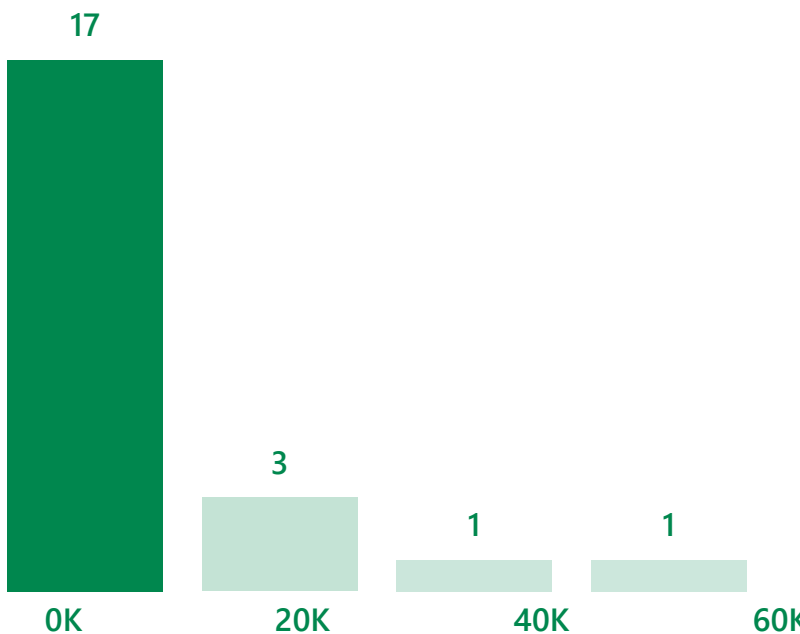
Claims Distribution Analysis

# of Claims by Insurance Plan

Basic Extended Premium



# of Claims by Customer Lifetime Value

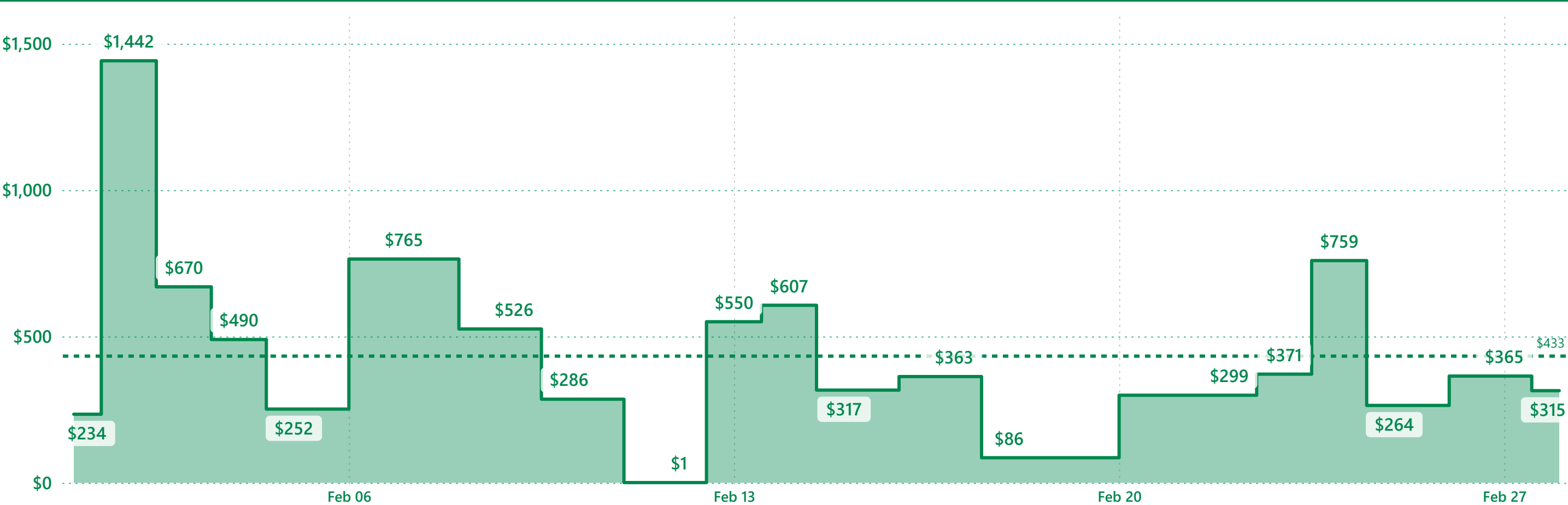


# of Claims by Employment Status



Claims Cost Analysis

Avg. Cost per Claim Trend



# Auto Insurance Claims | 2011

## Campaign Performance Analysis

Page

Executive Summary

GO

### Filter Pane

Year

All

Quarter

All

Month

February

Region

All

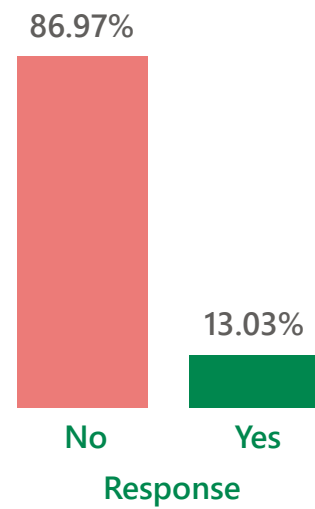
Policy Type

All

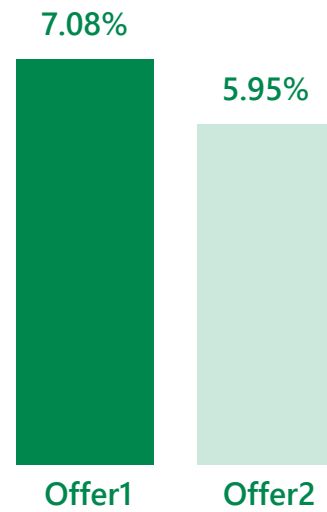
Vehicle Size

All

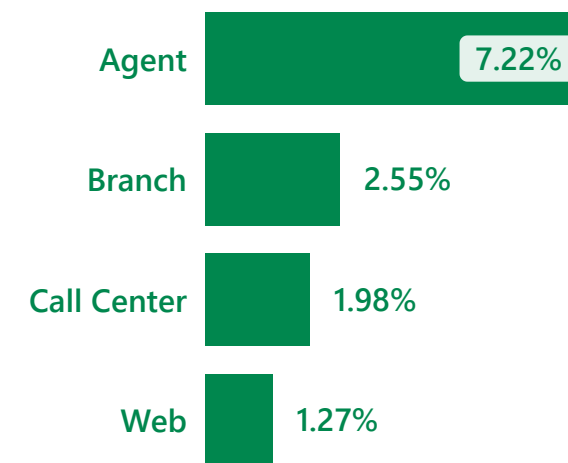
% of Engaged vs Non-Engaged Users



% Engagement by Offer Type



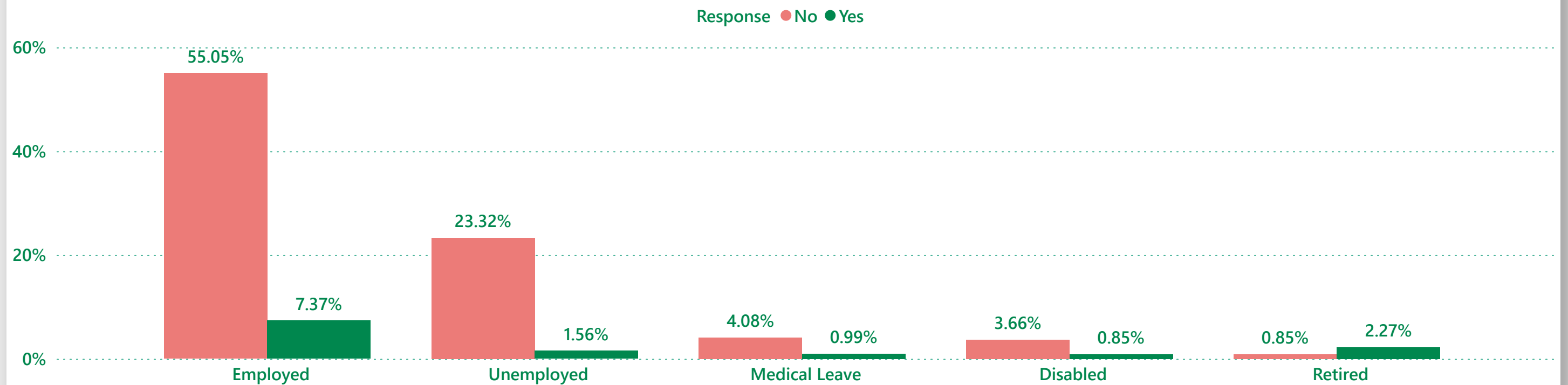
% Engagement by Sales Channel



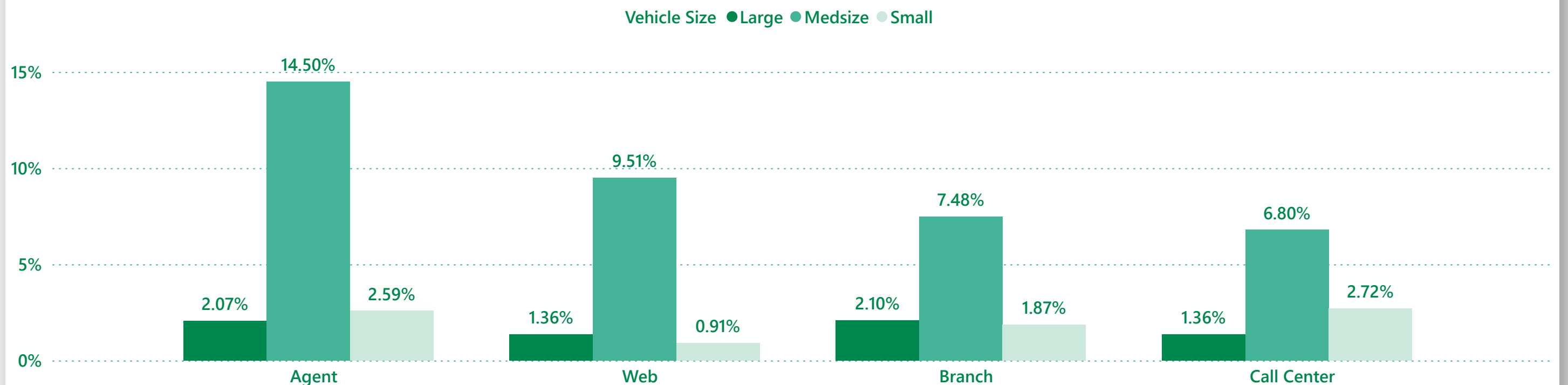
% Engagement by Policy Age Segment



Response Type by Employment Status



Engagement Rate by Sales Channel and Vehicle Size: Percentage of 'Yes' Responses



Filter Pane

Year

All

Quarter

All

Month

February

Region

All

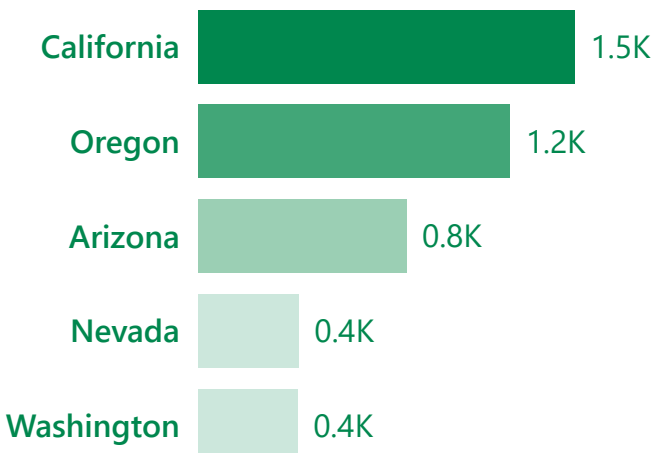
Policy Type

All

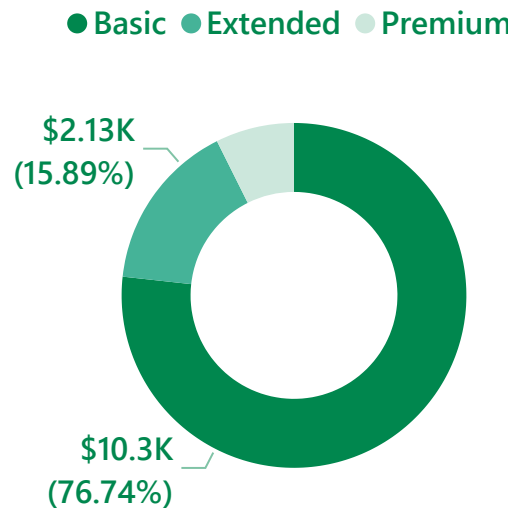
Vehicle Size

All

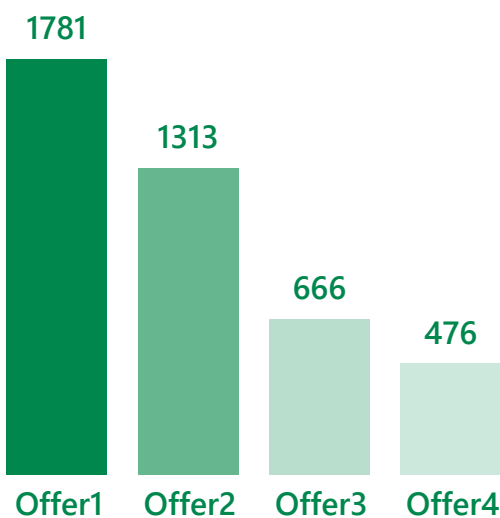
# of Policies by State



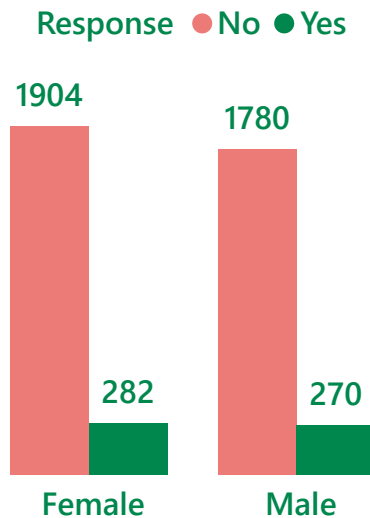
Claims Amount by Coverage



Distribution of Offers



Response Count by Gender



State / Province

All

Vehicle Class

All

Sales Channel

All

Renewal Offer Type

All

Customer	State	Customer Lifetime Value	Coverage	Education	Year	Quarter	Month	Day	EmploymentStatus	Gender	Income	Location Code	Marital Status
AA10041	California	7,901.74	Basic	High School or Below	2011	Qtr 1	February	2	Unemployed	M	0	Suburban	Sing
AA34092	California	28,799.95	Extended	College	2011	Qtr 1	February	11	Employed	M	33635	Suburban	Mar
AA56476	Arizona	5,595.39	Basic	High School or Below	2011	Qtr 1	February	5	Employed	F	74454	Suburban	Sing
AB31813	Washington	44,771.30	Extended	High School or Below	2011	Qtr 1	February	12	Unemployed	M	0	Suburban	Mar
AB62982	Oregon	5,918.07	Basic	Doctor	2011	Qtr 1	February	4	Employed	F	77521	Suburban	Mar
AB69140	California	25,093.57	Basic	Master	2011	Qtr 1	February	18	Employed	M	36007	Suburban	Mar
AB73565	California	7,725.54	Extended	Bachelor	2011	Qtr 1	February	7	Employed	M	96748	Suburban	Mar
AB98823	Arizona	6,032.74	Extended	College	2011	Qtr 1	February	4	Unemployed	M	0	Suburban	Mar
AC22873	Arizona	4,853.10	Extended	High School or Below	2011	Qtr 1	February	3	Medical Leave	F	17120	Suburban	Mar
AC40767	Washington	2,497.81	Basic	Bachelor	2011	Qtr 1	February	1	Employed	M	68041	Urban	Sing
AC67315	Nevada	13,862.10	Basic	Bachelor	2011	Qtr 1	February	21	Employed	F	96950	Suburban	Mar
AC73173	California	3,694.65	Basic	Bachelor	2011	Qtr 1	February	20	Unemployed	M	0	Suburban	Mar
AC79024	Nevada	5,533.23	Basic	Bachelor	2011	Qtr 1	February	7	Employed	M	23241	Suburban	Mar
AD12500	California	17,822.56	Extended	High School or Below	2011	Qtr 1	February	23	Employed	F	42696	Suburban	Sing
AD18174	California	4,837.93	Basic	High School or Below	2011	Qtr 1	February	22	Unemployed	F	0	Suburban	Sing
AD28349	Arizona	4,637.54	Basic	High School or Below	2011	Qtr 1	February	23	Unemployed	M	0	Suburban	Div
AD38685	California	8,658.86	Basic	College	2011	Qtr 1	February	7	Employed	M	62464	Urban	Mar
AD71478	Arizona	3,430.32	Extended	High School or Below	2011	Qtr 1	February	10	Employed	M	54339	Rural	Mar
AE60813	Oregon	4,993.03	Basic	College	2011	Qtr 1	February	17	Employed	F	75090	Rural	Mar
AE62631	Oregon	8,427.72	Basic	Bachelor	2011	Qtr 1	February	28	Employed	M	20662	Suburban	Mar
AE89300	Arizona	8,224.77	Basic	Bachelor	2011	Qtr 1	February	3	Employed	F	82634	Urban	Sing
AE10970	Arizona	5,972.14	Basic	Bachelor	2011	Qtr 1	February	28	Employed	F	96162	Suburban	Mar