What We Will Cover Today

1. The Rising Digital Opportunity for Insurance
2. One Platform Commerce as a Solution
3. Advantages of NBCU Commerce
As insurers continue to digitize their business model, they are also evolving their media approach.

Following Viewer Consumption
Brands are looking to capitalize on evolved consumption patterns and modernize their video approach to include all screens and devices.

New Brand Experiences
As insurers angle to distinguish themselves from the pack, they are increasingly experimenting with experiential brand experiences and commercial innovations to engage consumers and drive consideration.

Data-First
Insurers are expanding their personalization efforts by leveraging data to create relevant experiences for audiences.

Engaging High Value Audiences
Insurers are increasingly looking for ways to engage high value audiences across the funnel, heavying up on bundlers and aiming to lock in young consumers.

Commercial Innovations
As the industry shifts to mobile and virtual business, ad strategies that push people through and down the funnel are becoming key, as are learnings and data or tactical shoppable content.
Acceleration due to 2020: 

**Embracing digital transformation**

<table>
<thead>
<tr>
<th>Pre-Covid-19</th>
<th>Impact of Covid-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital adoption of insurance products is growing,</td>
<td>With older consumers especially vulnerable to Covid, in-person interactions with</td>
</tr>
<tr>
<td>but more slowly for core older audience</td>
<td>agents are increasingly going virtual</td>
</tr>
<tr>
<td>Legacy insurance brands are losing consumers to niche, insurtech brands</td>
<td>Consumers are engaged with brands they know and trust, and who provide a sense</td>
</tr>
<tr>
<td></td>
<td>of comfort and security</td>
</tr>
<tr>
<td>Insurance brands have begun introducing mobile apps, though adoption rates</td>
<td>Virtual claims requests are becoming the norm, which will expedite the use of</td>
</tr>
<tr>
<td>are relatively low</td>
<td>mobile and tech into business models</td>
</tr>
</tbody>
</table>
For this reason, there is an **urgent opportunity** for insurance brands to push consumers to their digital products and catch this wave.

1. **Catch Core Consumers Moving to Digital**
   
   With older consumers who are traditionally slow adopters moving to digital products, there is an opportunity to guide these consumers and keep them in the fold.

2. **Bundle Consumers Looking for Savings**
   
   There is an opportunity to drive bundling in financially stressed consumer looking for savings.

3. **Prevent Attrition from Insurtech**
   
   As digital and virtual insurance activities become the norm, pushing digital products can prevent attrition to more digital forward insurtechs.
Commercial innovation opportunities to drive engagement with audiences, and business results

**WAYS TO ACTIVATE**

- **Drive to website** or local agent for policy quotes
- **Drive brand consideration** via contextual alignment / emotional connection
- **Drive mobile app downloads**
- **Connect consumers to nearby agents** (geo locator)

**THOUGHT STARTERS**

- **NBCU CODE** in client creative branded content commercial to go directly to website to request a quote*
- **Commercial Innovation** - Shoppable Experiences* and Interactive Picture in Picture innovations can break through the clutter
- **Sponsored content** – branded content alignment through our O&O sites – enable click to functionality*. Amplify via social to reach key audience segments w/ tailored brand messages.
- **App download** – scan NBCU Code to facilitate a direct app download*
- **Provide personalized information** – leverage NBCU’s Ad Intender Unit to share local agent information (runs in select environments)

*Cost per lead revenue share model will apply
The advantages of commerce with NBCU: a full-funnel solution

### NBCU Commerce Capability

**Awareness**
- Mass Reach on target audiences across platforms

**Consideration**
- TV + Checkout via a single partner
- Not paying multiple partners for digital engagement (cutting out the middleman)

**Purchase Decision**
- Activate ‘Drive-to’ Solutions
- Get closer to point of purchase and Drive Action/Conversion

### Advantage

- Scale engagement on key audiences in a brand safe, premium environment
- Higher average household income audience
- Facilitate traffic directly to site to increase consideration
- Exact attribution (dual revenue streams enables this) > proves out ROI
- Collapse the funnel
- Premium environment drives action

### Pricing

- Pricing tiers based on level of consumer action
- Revenue can be wrapped in with initial buy, or post
- Competitive / Comparable costs to Google, Facebook, and other affiliate models
One Platform Commerce Partnerships @ NBCU
Ways to Activate

**Shoppable Branded Content**
- Digital videos and articles
- Click to shop directly in content
- Contextually aligned

**Shoppable Editorial Content**
- Digital videos and articles
- Click to shop directly in content
- Contextually aligned

**ShoppableTV**
- Linear-led with multi-platform touchpoints
- Scan NBCU code to shop
- Contextually aligned
Digital Ad Innovation
Core Opportunities

Ad Extender
Enhancing brand commercials with extended content

Ad Intender
Providing consumers with meaningful, personalized information

Interactive PiP
Sustaining commercial momentum into content

Apple News
Leverage iOS functionality to engage mobile users

Click product image for video demo
The Challenge
Create New Commerce Opportunities
Re-imagine the viewing experience to create an engaging, interactive commerce opportunity for the consumer that delivers measurable, full-funnel results for the marketer.

The Insight
Leverage the Power of Technology
Consumers are seldom without their phones – we lean into technology to make our lives easier. We use our phones to communicate, to organize, to learn and to purchase. Viewers often use their phones to connect with fellow fans while watching their favorite shows.

The Solution
ShoppableTV
Create a seamless way to shop, giving viewers what they want, when they want it, with ease. Introducing, ShoppableTV first to market linear shopping experience that links content to e-commerce with the help of the mobile phone that instantly collapses the purchase funnel for our clients. ShoppableTV gives our partners access to our premium programming environments at scale. NBCU creates curated commerce moments that give passionate fans the opportunity to purchase exclusive items directly from their favorite programming/talent in real time by simply scanning the code on the screen. Through technology, we open-up the possibilities to better connect viewers and brands in the context of the content that they love.
The Approach

Working with our marketing and programming partners, we identified key moments/shows/networks across the portfolio and used our storytelling expertise to seamlessly weave ShoppableTV authentically into the story/environment for our brands.

Lacoste + The French Open
Roli + Songland
Overstock Out of Show
Innogames Out of Show

The Results

ShoppableTV Executions Drove Impact at Each Layer of the Purchase Funnel

- Reached **54MM P2+** Viewers and counting
- Drove **Double Digit** Social Responses
- **+30%** Higher Average Conversion Rate than the industry benchmark

Yielded Stronger Impact Compared To Brand Norms:

- **+20%** lift in Message Memorability
- **+27%** lift in Likeability
Thank you!