

Aggregation Metrics:

Consumer Approaches to Online Insurance Comparison Sites in Selected Global Markets

Series Prospectus

March 2020

Prospectus contents

	Page
What is the research?	3
Which titles are available?	4
What is the rationale?	5
Which insurance aggregators are benchmarked?	6
What methodology has been used?	7
How does the consumer sample break down?	8
What is the report structure?	9
What are the key features of the research?	10
How can the research be used?	11
Who can use the research?	12
What are some of the key findings?	13-16
What is the cost and format?	17
How can the research be purchased?	18

What is the research?

Finaccord's *Aggregation Metrics* series of reports offers new insights into the current development and future prospects of online insurance comparison sites in ten countries: Australia, Brazil, Canada, China, France, Germany, Italy, Spain, the UK and the US. It examines consumer propensity to research and purchase any kind of insurance online plus the size of the available market for the key products of car / auto and home insurance, as defined by new customers and switchers; it then analyses the path to purchase plus the distribution channels and interfaces used for acquiring these policies, highlighting both the share of aggregators, in particular, and the share of online sales, in general, including indicators for the speed at which these are growing.

Moreover, it investigates the extent to which online insurance buyers are using tablets or mobile phones for this purpose, as opposed to regular laptop or desktop computers, and establishes whether propensity to use aggregators is influenced by a range of variables including not only gender, age, annual household income and employment status but also type of cover held, differentiating between standard and non-standard policies and (for car / auto insurance only) between telematics-enabled policies and not telematics-enabled policies. In addition, it benchmarks the performance of the leading insurance comparison sites in each country in terms of awareness levels, conversion rates and sales.

Which titles are available?

The *Aggregation Metrics* series is composed of 11 separate publications, namely: an overview study providing comparisons for the metrics gathered across all ten countries as well as all of the results for each country; and ten country-specific titles providing the results for the investigation into the current development and future prospects of insurance comparison sites for a single country. The titles in question are as follows:

[Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in Selected Global Markets](#)

[Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in Australia](#)

[Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in Brazil](#)

[Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in Canada](#)

[Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in China](#)

[Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in France](#)

[Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in Germany](#)

[Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in Italy](#)

[Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in Spain](#)

[Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in the UK](#)

[Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in the USA](#)

Note that the studies about all countries apart from Brazil and China are updates of research carried out previously in 2016, hence these also include selected data from the previous survey to illustrate further how consumer behaviour has been changing over time.

What is the rationale?

The rise of insurance aggregators ranks among the most important developments in the distribution of consumer financial services. In the UK, leading competitors such as comparethemarket.com, Confused.com, gocompare.com and Moneysupermarket.com have risen to rank among the country's best-known financial services brands over the course of around 15 years and the price comparison model is now gaining ground in other major markets including Australia, Brazil, Canada, China, France, Germany, Italy, Spain and the US.

While the speed of progress of aggregation in some of these countries has been slower, Finaccord's research indicates that online insurance sales have reached a level at which use of comparison sites has either become a significant element of the path to purchase already or has the potential to do so. Therefore, it is apt to ask how the concept will develop in future.

Online sales of insurance are rising everywhere but which distribution channels are benefiting from this trend? How fast are online sales shifting from regular laptop and desktop computers to tablets and mobile phones? And how does online acquisition and use of aggregators vary between customers with non-standard policies and those with standard cover? This series provides the answers to these and other questions through its analyses of the behaviour of consumers in the context of online insurance generally and the distribution of car and home insurance, in particular.

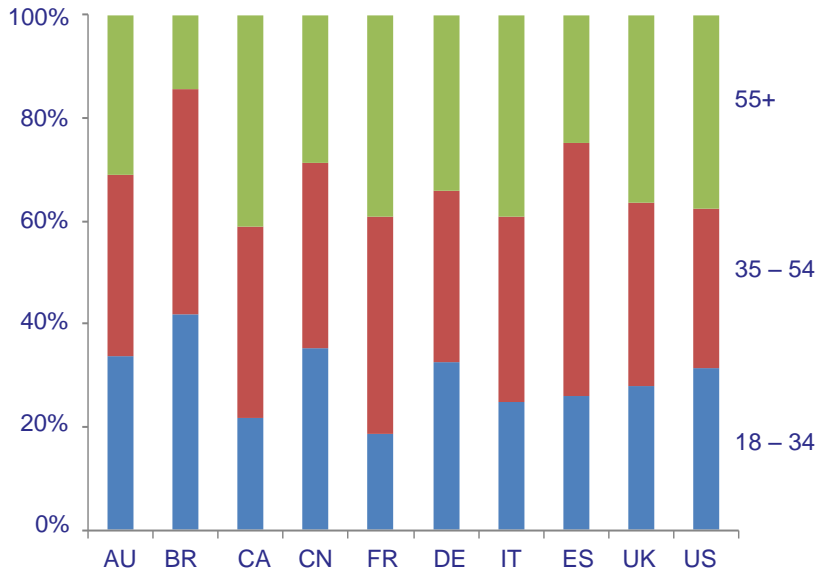
Which insurance aggregators are benchmarked?

Australia	Brazil	Canada	China	France
Canstar Choosi Compareinsurance.com.au Comparethemarket.com.au Comparing Expert finder.com.au iSelect Mozo	Bidu ComparaOnline Compareemcasa.com.br meuseguromaisbarato.com.br Minuto Seguros TaCerto.com	ClicAssure InsuranceHotline.com Kanetix LowestRates.ca RateHub.ca Rates.ca RateSupermarket.ca SoumissionAssurance	Huize JD Finance Kaixinbao Taobao Baoxian Xiangrikui Xin Yi Zhan Zhongmin Baoxianwang	assurland.com JeChange lecompareturassurance.com LeLynx.fr LesFurets.com meilleurtaux.com Réassurez-moi Selectra
Germany	Italy	Spain	UK	US
CHECK24 Comfortplan FinanceScout24 GELD.de Preisvergleich.de TarifCheck.de TopTarif Verivox	6sicuro.it Assicurazione.it Chiarezza.it Facile.it MIOAssicuratore.it polizzamigliore.it Segugio.it SOSTariffe.it	acierto.com ExpertoSeguros.com Kelisto.es lapoliza.com PuntoSeguro.com Rastreator.com seguros.es SegurosCity.com	comparethemarket.com Confused.com gocompare.com money.co.uk MoneyExpert Moneysupermarket.com Quotezone.co.uk uSwitch	compare.com InsuranceQuotes Insure.com Insurify.com Policygenius QuoteWizard The Zebra US Insurance Online

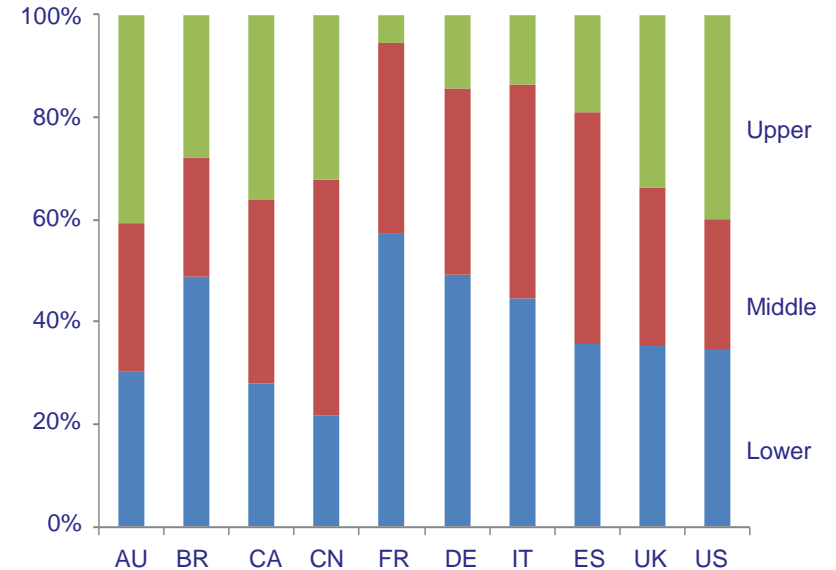
How does the consumer sample break down?

The research for this study, which covers over 13,000 respondents across ten countries, was carried out during the third quarter of 2019. A breakdown of each country's eventual sample by age and annual household income is presented below.

SEGMENTATION BY AGE



SEGMENTATION BY ANNUAL HOUSEHOLD INCOME



What is the report structure (for the overview report)?

0. *Executive Summary*: providing a concise evaluation of the principal findings of the report.

1. *Introduction*: offering rationale and definitions.

2. *Consumer Overview*: this chapter examines consumer propensity to research and purchase any kind of insurance online plus the size of the available market for the key products of car / auto and home insurance, as defined by new customers and switchers; it then analyses the path to purchase plus the distribution channels and interfaces used for acquiring these policies, highlighting both the share of aggregators, in particular, and the share of online sales, in general, including indicators for the speed at which these are growing. Moreover, it investigates the extent to which online insurance buyers are using tablets or mobile phones for this purpose, as opposed to regular laptop or desktop computers, and establishes whether propensity to use aggregators is influenced by a range of variables including not only gender, age, annual household income and employment status but also type of cover held, differentiating between standard and non-standard policies and (for car / auto insurance only) between telematics-enabled policies and not telematics-enabled policies. In addition, it benchmarks the performance of the leading insurance comparison sites in each country in terms of awareness levels, conversion rates and sales.

3. *Australia*: this chapter presents the same information as described above exclusively as it pertains to consumer approaches to online insurance comparison sites in Australia.

4 - 12: *Brazil, Canada, China, France, Germany, Italy, Spain, the UK and the US (all contents as for Australia)*.

13. *Appendix*: including a full transcript of the online questionnaire used for the research.

What are the key features of the research?

Key features of the reports in this series include:

- unique data for each country showing whether consumers use one, two, three or up to seven or more sites when researching insurance products;
- standardised figures illustrating distribution channels and interfaces employed for acquiring car / auto and home insurance, differentiating between 'available' customers buying for the first time or switching provider and customers simply renewing a policy bought in a previous year;
- statistics that depict the extent to which consumers make use of aggregators in each country to compare not only insurance but also banking products, home services (i.e. broadband, electricity and gas) and mobile phone subscriptions;
- performance benchmarking for the leading aggregators in each country in order to indicate rates of recognition, usage to research insurance and usage to actually buy insurance;
- original insights concerning the extent to which consumers make use of comparison sites for other services such as banking products, home energy and broadband services, and mobile phone subscriptions.

How can the research be used?

You may be able to use the reports in this series in one or more of the following ways:

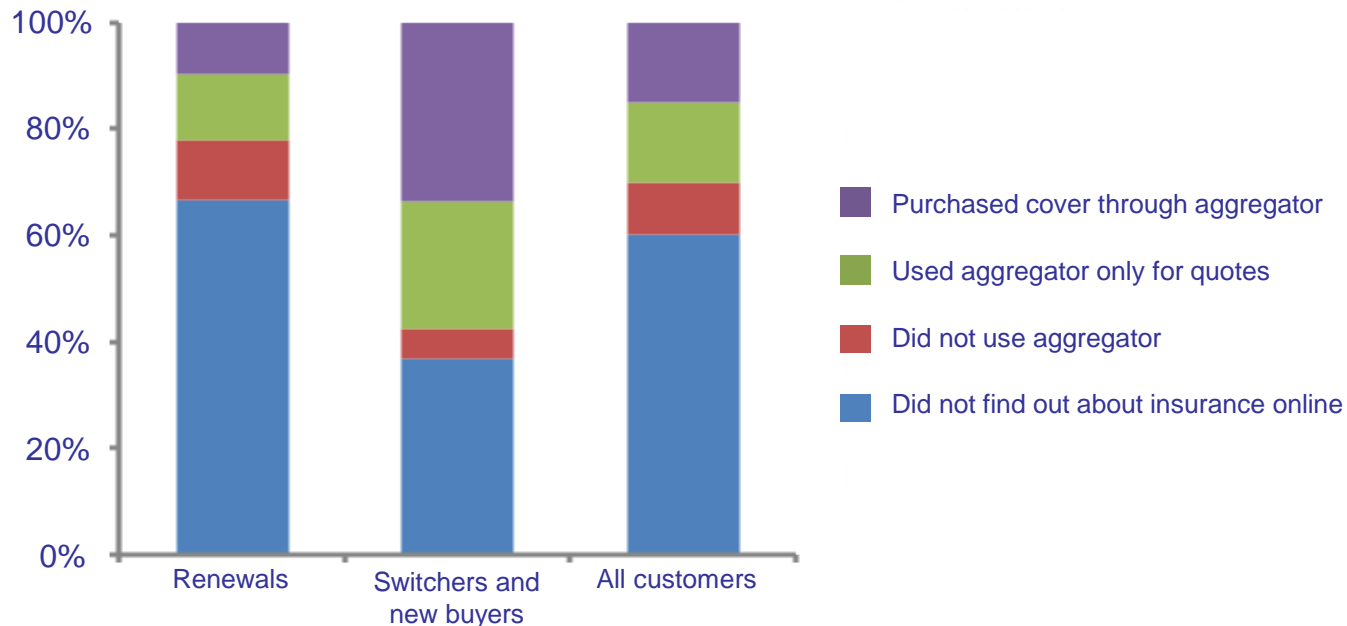
- gain insight into the number of insurance aggregators that each country can support given consumer utilisation rates and consolidation in favour of larger distributors;
- understand the ways in which consumers use aggregators on their path to purchasing car / auto and home insurance (i.e. for research / quotes only or also to actually buy their cover);
- identify the insurance comparison sites that enjoy the greatest recognition and usage among consumers and whether these are the same as those that are most effective in converting utilisation to actual purchasing;
- appreciate trends in the distribution share of direct / agency sales, brokers, bancassurance and affinity channels (e.g. automotive clubs for car / auto insurance);
- quantify the proportion of consumers in each country who hold non-standard car / auto or home insurance policies, and that has acquired telematics-enabled car / auto insurance, and how their use of both comparison sites and different distribution channels varies relative to that for other insurance buyers.

Who can use the research?

1. *Online aggregators*: if your organisation is already active in online aggregation or is considering entry to the sector in future, the research in the *Aggregation Metrics* series offers a focused analysis of your actual or prospective market;
2. *Insurance providers*: the results of the *Aggregation Metrics* research indicate that online sales of car / auto and home insurance are growing in most countries, a finding that has fundamental implications for the future distribution strategies of insurance underwriters and brokers;
3. *Banks and other major brands*: growth in comparison sites as an element of the path to purchasing insurance presents a potential development opportunity for banks and other major brands as they can consider using this model to promote car / auto and home insurance;
4. *Management consultancies*: are you helping a distributor of insurance to combat the potential threat of online comparison sites in Australia, Brazil, Canada, China, France, Germany, Italy, Spain, the UK or the US, or are you assisting a firm that is interested in acting as online aggregator in one or more of these territories? If so, this research will provide you with unique insights into consumer behaviour in these markets.

What are some of the key findings?

1) In country X, as in all countries, aggregators are used most widely for car insurance by switchers and new buyers but there is still scope for them to improve conversion rates

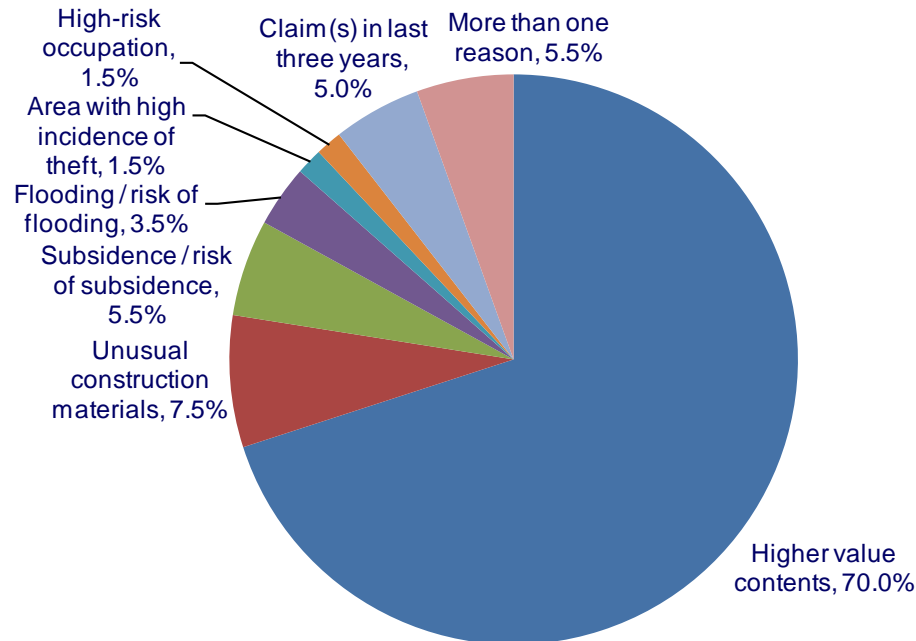


Note – the identity of Country X is revealed in the overview and relevant country-specific report

Source: Finaccord Aggregation Metrics survey

What are some of the key findings? (cont.)

2) In Country Y, over a quarter of home insurance buyers have non-standard policies and the main reason for this is because they have cover specifically configured or generally priced for contents with a value above the usual level that can be insured through a standard policy

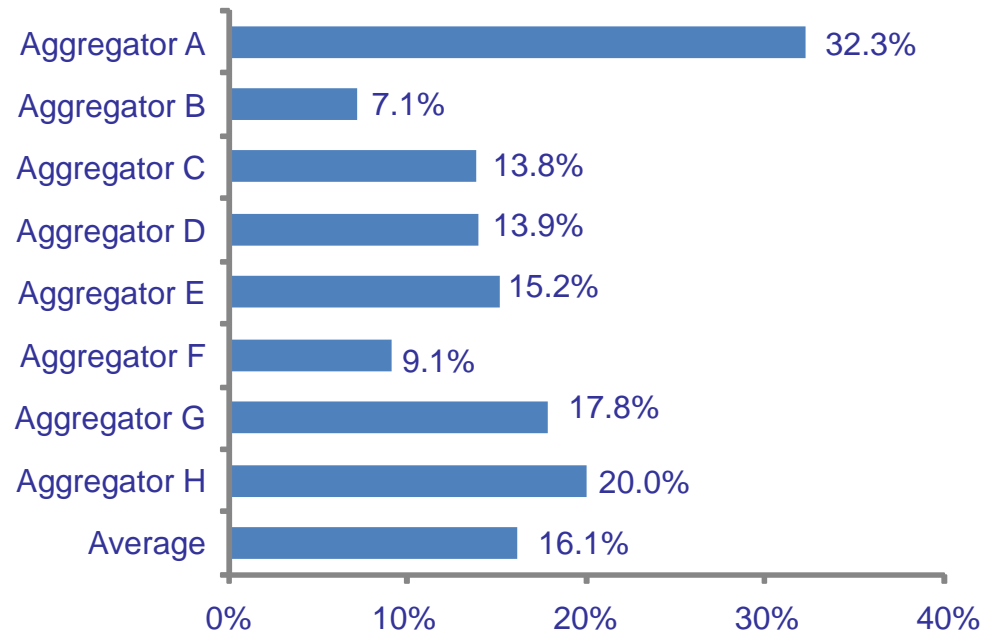


Note – the identity of Country Y is revealed in the overview and relevant country-specific report

Source: Finaccord Aggregation Metrics survey

What are some of the key findings? (cont.)

3) In Country Z, aggregator A is most successful at converting usage into purchase and aggregator B is least effective in this respect



% of respondents using each aggregator who have actually purchased insurance through it

Note - the identity of Country Z is revealed in the overview and relevant country-specific report as are aggregators A to H

Source: Finaccord Aggregation Metrics survey

What are some of the key findings? (cont.)

Key findings from executive summaries in this series include the following:

- usage of online insurance comparison sites is most developed in China, Germany and the UK but least so in Canada and the US where aggregators are having to work hard to migrate insurance buyers away from traditional distribution systems;
- the aggregation markets of France, Italy and Spain are at an intermediate level but there is evidence for their having made limited progress between 2016 and 2019 because there remains a significant proportion of consumers that prefers to buy insurance in person;
- as a ten-country average for car insurance, aggregators intermediated 24.5% of sales to customers switching provider or buying for the first time in 2019, and the equivalent figure for home insurance was 21.7%;
- aggregators are gradually improving their ability to convert users into purchasers, which is a key metric for them – specifically, the conversion rate of 20.1% in 2016, computed as an average of the eight countries investigated at that time, had risen to a ten-country average in 2019 of 23.0%.

What is the cost and format?

All of the reports in the *Aggregation Metrics* series are available as standard PDF documents and Excel data annexes. Costs for the various titles in the series are as shown below.

REPORT	COST *
<u>Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in Selected Global Markets</u>	USD 7,995
<u>Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in Australia</u>	USD 1,595
<u>Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in Brazil</u>	USD 1,595
<u>Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in Canada</u>	USD 1,595
<u>Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in China</u>	USD 1,595
<u>Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in France</u>	USD 1,595
<u>Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in Germany</u>	USD 1,595
<u>Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in Italy</u>	USD 1,595
<u>Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in Spain</u>	USD 1,595
<u>Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in the UK</u>	USD 1,595
<u>Aggregation Metrics: Consumer Approaches to Online Insurance Comparison Sites in the USA</u>	USD 1,595

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How can the research be purchased?

Simple. Just go to the relevant area of the Finaccord website, create your account (if you do not have one already) and place your order online. Products paid for online by card will be delivered immediately by e-mail but please allow up to one working day for delivery by e-mail if you choose to pay on receipt of invoice.

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1. One office, one country: no supplement over and above basic cost of reports ordered
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3. Multiple offices, two to ten countries: additional 50% over and above basic cost of reports ordered
4. Global (unlimited offices in unlimited countries): additional 100% over and above basic cost of reports ordered

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