MomentFeed for Insurance

MomentFeed Proximity Search Optimization™ **(PSO) for Insurance** enables insurance carriers to build a pipeline of high-quality, low cost leads for local agents. You'll connect your local agents with insurance buyers nearby by showing up in search results in a customer's moment of need.

What is PSO and why does it matter for the insurance industry?

The way consumers shop for insurance has changed. Most insurance buyers today turn to a search engine or voice assistant and use unbranded phrases like "car insurance," "life insurance," and "best insurance rates."

How brands show up in organic search results has also changed. Solutions presented to insurance buyers in the organic search results consider the user's location, whether or not they've added "near me." No matter where your business operates today, your customers are local.

Proximity Search Optimization helps captive insurance carriers capitalize on this changing landscape. With PSO your agents will be able to manage all the signals that determine local search rankings:

Location OS	Data Accuracy
Visibility Manager	Location Profile Completeness
Reputation Manager	Ratings and Reviews
Local Pages	On-Page Signals
Social Amplifier	Local-Social Publishing and Advertising

Sources: ¹Google, 2019; ²Google, 2016

Paid Ad
Avg. CPC =
$8.5 - $48.0**

Google 3-Pack
Organic search, no cost

Insurance Agencies
near 90250, Hawthorne · **Choose area**
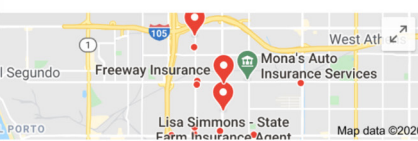
Freeway Insurance
4.9 ★★★★★ (459)
Auto insurance agency · 12920 Hawthorne Blvd
Open · Closes 8PM — CALL

Trujillo Insurance
5.0 ★★★★★ (5)
Insurance agency · 11701 S Inglewood Ave — CALL

Lisa Simmons - State Farm Insurance Agent
4.3 ★★★★☆ (6)
Insurance agency · 13658 Hawthorne Blvd #100b
Open · Closes 5PM — CALL

**Based on common insurance related keywords

How well brands manage their local presence in these areas directly correlates to how they show up in unbranded search, or more specifically, the **Google 3-Pack**, the first three organic search results. The potential opportunity for insurance carriers appearing in the Google 3-Pack is massive:

~80M unbranded property and casualty search terms result in a Google 3-pack each year[1]

76% of users visit or call a business within 24 hours of a search[2]

**>61M** potential leads for carriers with physical agent networks

MomentFeed helps insurance carriers **dominate local unbranded** search.

Why MomentFeed ?

MomentFeed is the only platform that optimizes the five known signals that search engines use to rank local agents when a consumer types "insurance" into their search bar.

MomentFeed is a highly tuned, integrated platform that can raise your discoverability by optimizing the five known signals.
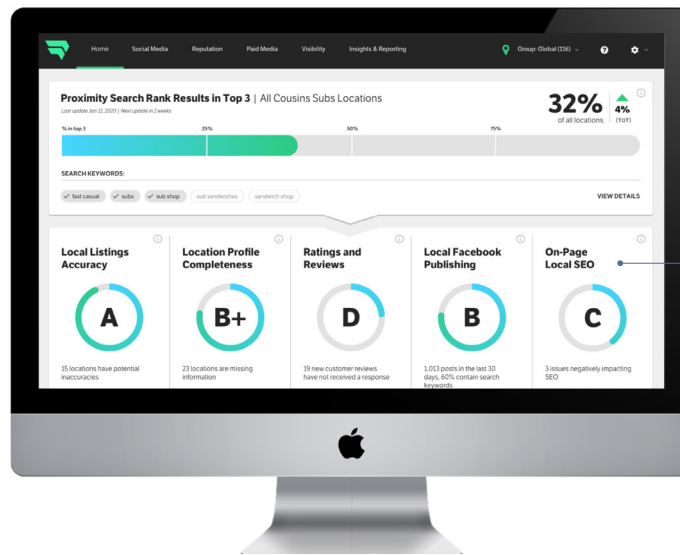
MomentFeed's Proximity Search Optimization Dashboard allows admins to track and report on how each of their agent locations are performing across all five known signals.

MomentFeed Platform

	Location OS	Source of truth for all your location information, including data cleansing and validation for accuracy, storage of information, and portability to other modules within the MomentFeed platform of products.
	Reputation Manager	Review management tool that allows local agents to monitor, respond to, and report on customer reviews and feedback at scale.
	Local Pages	Customizable insurance-centric website layouts and a suite of developer tools (widgets and APIs) to power local pages on your website, consisting of a "get a quote" form, agent picture and profile, location information, social plugs, and more.
	Visibility Manager	Helps multi-location brands manage location data distribution and consistency. It enables location data publishing across the web to more than 250+ networks and directories, which improves search rankings, impressions, and online-to-offline business.
	Social Amplifier	Content publishing, monitoring, and reporting so agents can easily create hyperlocal owned and paid social media campaigns across networks such as Facebook, Instagram, Twitter, Yelp, and Foursquare.

Proximity Discovery Network Relationships

MomentFeed leads the local marketing technology industry in the depth of its partnerships with all of the critical proximity discovery networks. In addition, our open API allows you to connect to critical insurance-specific directories with ease. In total, MomentFeed impacts over 250 networks - here is a list of just some of our strategic proximity discovery network partners:

MomentFeed
An uberall company