



GRAND INSPIRATION

2017 IMCA ANNUAL CONFERENCE
Scottsdale ▶ June 25-27

SETH BIRNBAUM

Chief Executive Officer/Co-Founder
EverQuote



ABOUT THE SPEAKER

Seth Birnbaum is the chief executive officer and co-founder of EverQuote, the largest online auto insurance marketplace in the United States. EverQuote has been named to the Inc. 5000 List of Fastest-Growing Private Companies for three consecutive years and has generated over \$100 million in annual revenue with more than 6 million unique visitors per month. The company offers a quantitative marketing platform that connects insurance providers, regional agencies and broker networks with potential buyers of auto insurance products to deliver great rates and coverage, while maximizing policies sold for auto insurance providers.

Prior to founding EverQuote, Birnbaum co-founded Verdasys in 2002 and served as its chief executive officer until October 2010. Before that, he served as co-founder and vice president of systems engineering at NeoGenesis Pharmaceuticals. Birnbaum has a broad range of engineering skills, information technology expertise and startup experience.

He holds numerous patents in chemistry and drug discovery technologies and computing systems. Birnbaum earned his bachelor's degree in engineering from the Massachusetts Institute of Technology.

PRESENTATION SUMMARY

Why "Disruptors" Are the Key to Survival, Not the Enemy

This session will look at how "disruptors" in insurance are creating innovative ways to more effectively utilize the \$90 billion spent on advertising each year by the industry. While consumers increasingly do their insurance shopping online, over 70 percent of them still want to work with an agent before signing their policy. The industry has struggled to create a seamless online to offline transition for consumers and we will discuss what it takes to make that happen moving forward.

EverQuote was founded because of that marketing inefficiency. After five-plus years of data and consumer analysis, we have created an insurance shopping experience that not only saves consumers hundreds of dollars every year on their premiums, but also connects agents and carriers with customers that match their underwriting specialties.

Additionally, EverQuote has created a mobile safe-driving app that engages consumers and helps create safer drivers, and in turn, delivers lower risk customers to insurers. With usage-based insurance policies on the rise, it will be critical to give drivers extensive feedback on their driving habits and create a positive user experience as they adjust to these new policy options. We'll also discuss how our exclusive app, EverDrive, has done exactly that and where we see it and similar apps headed in the near future.