



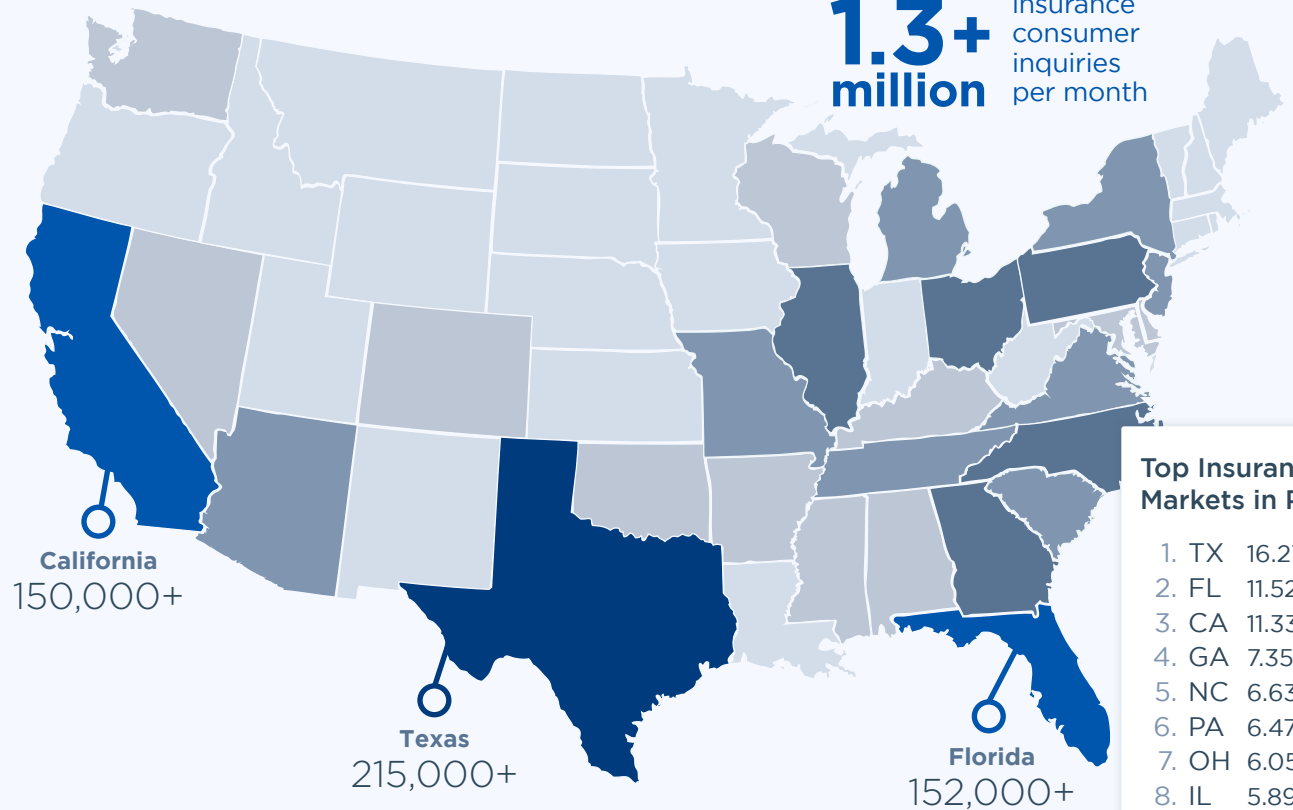
The PX Open Exchange and PX Private Marketplaces deliver pre-vetted lead sources and direct publishers with over 5 million consumer inquiries per month. It's a huge pool of available leads and a single means to measure multiple sources simultaneously.

Open Enrollment 2019-2020

PX is How and Where to Find Insurance Customers

Each month, the PX platform processes more than 1.3 million consumer inquiries for insurance related services in every state across the USA.

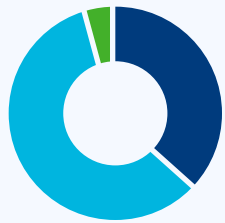
1.3+ million insurance consumer inquiries per month



Top Insurance Markets in PX

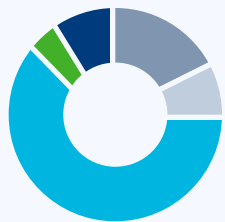
1. TX 16.27%
2. FL 11.52%
3. CA 11.33%
4. GA 7.35%
5. NC 6.63%
6. PA 6.47%
7. OH 6.05%
8. IL 5.89%
9. VA 4.68%
10. MI 4.30%
11. TN 4.16%
12. AZ 3.98%
13. NY 3.84%
14. SC 3.81%
15. MO 3.72%

It's Who You're Looking For



Household Size

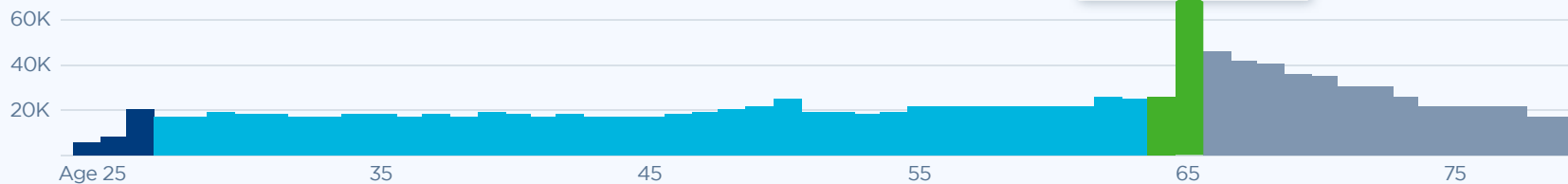
- 1 Person
- 2 Person
- 3+ Person



Household Income

- Below \$30,000
- \$30,000 - \$44,999
- \$45,000 - \$59,999
- \$60,000 - \$74,999
- Above \$75,000

Size of Audience by Age

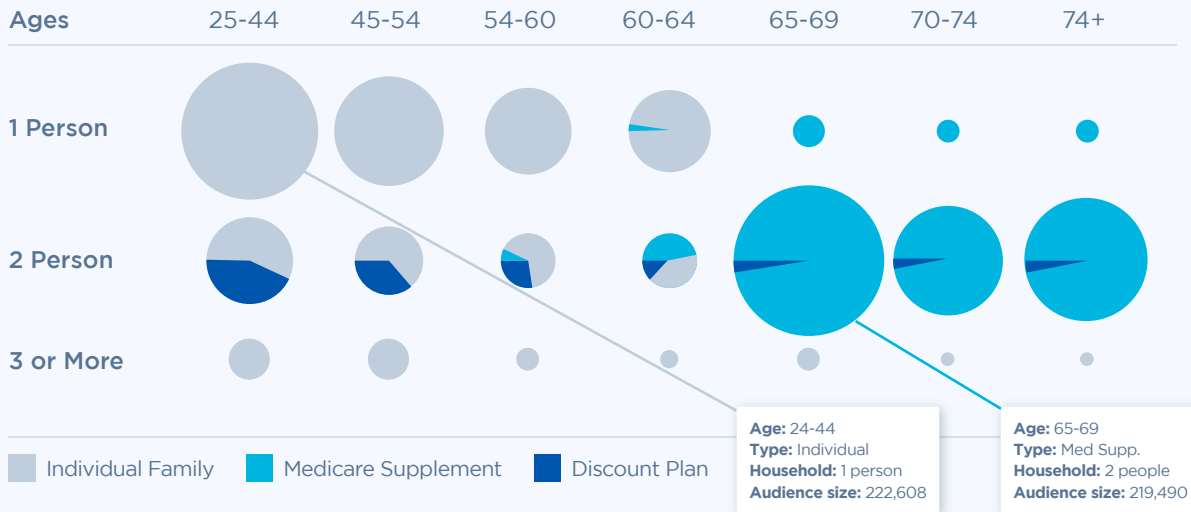


Find Your Customer™

To learn more or request a demo, just call (800) 491-7025, email find@px.com or visit www.px.com

PX Delivers Large Pools of Your Target Customers

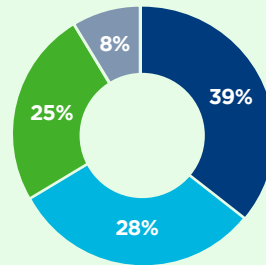
Monthly Audience Size by Age and Household:



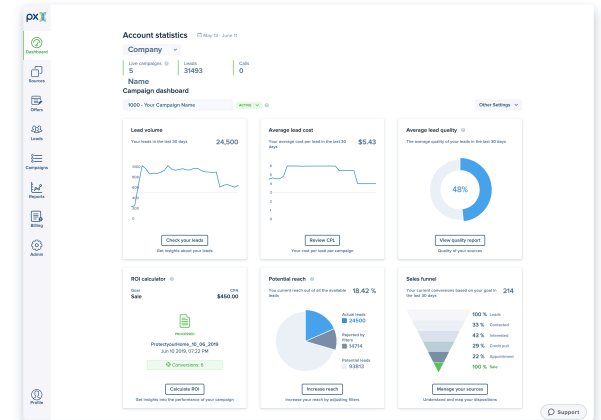
Traffic Type:

PX gives access to a broad pool of available leads, plus highly specific segmentation of the sources, channels and lead types. It's then a single means to measure each of them simultaneously:

■ Search ■ Social ■ Premium Display ■ Other



An optimization platform with hundreds of sources



Programmatic control & agility

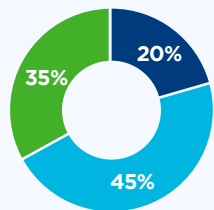


Dynamic pricing for optimal performance



Single integration & broad reach

Leading insurance brands trust the PX platform to optimize their lead generation campaigns.



Industry Coverage:

■ Providers / Direct Agents
 ■ AORs / Outsourced Sellers
 ■ Networks / Aggregators

“This has been way more successful than we anticipated. We’re looking forward to start scaling these campaigns over the next few months.”

