



Prepare for this AEP/OEP season like a Pro

PX is How and Where to Find Insurance Customers

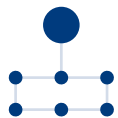
Marketers know that a successful Open Enrollment period requires a lot of preparation. But no matter how much they've prepared, the best marketers also know how to remain agile and in control throughout, able to spot and seize opportunities to maximize resources for greatest impact. That's easy to do when you've got PX. Now's a great time to connect with the PX team, and ensure your success during this year's Open Enrollment!



Insurance Carriers
& AOR's



IMO's operating Lead
Programs for Agents



Insurance Agencies
& MGA's



Networks
& Aggregators



Open Enrollment 2020-2021

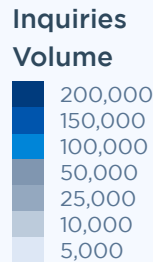
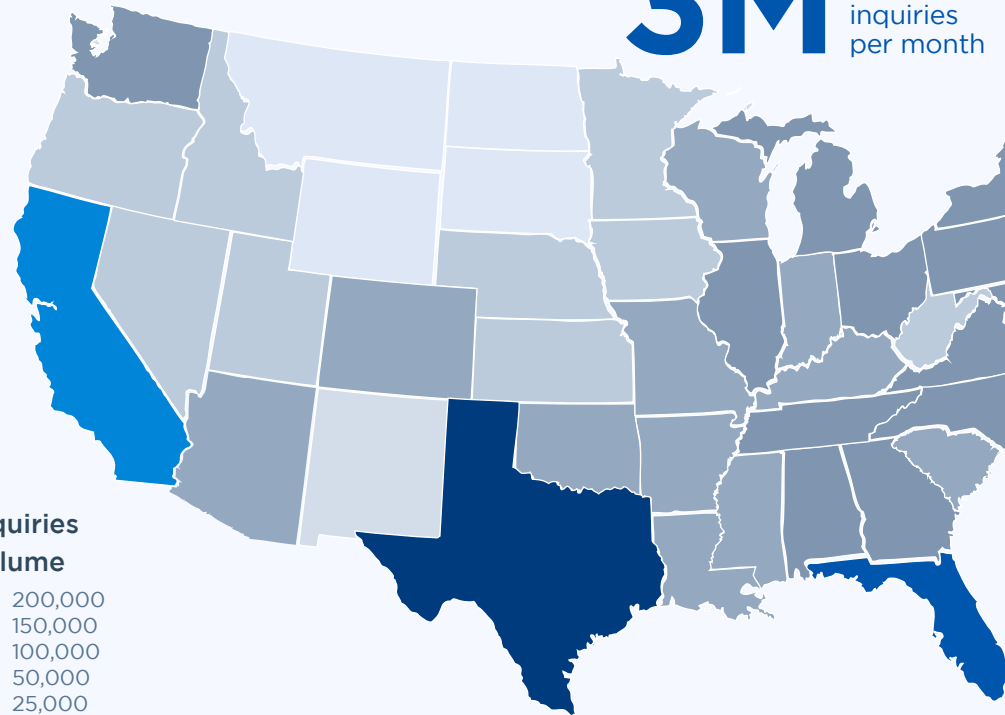
Each month, the PX platform processes more than 3 million consumer inquiries for insurance related services in every state across the USA.

The PX Open Exchange and PX Private Marketplaces deliver pre-vetted lead sources and direct publishers with over 3 million consumer inquiries per month. It's a huge pool of available leads and a single means to measure multiple sources simultaneously.

3M insurance consumer inquiries per month

Top Insurance Markets in PX

1. TX 10.03%
2. FL 7.85%
3. CA 6.74%
4. GA 4.37%
5. NY 3.85%
6. NC 3.80%
7. PA 3.72%
8. OH 3.35%
9. IL 3.29%
10. WA 2.83%
11. AL 2.79%
12. MI 2.63%
13. TN 2.59%
14. VA 2.54%
15. MD 2.52%

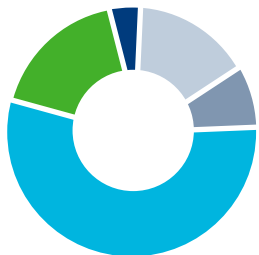


It's Who You're Looking For



Household Size

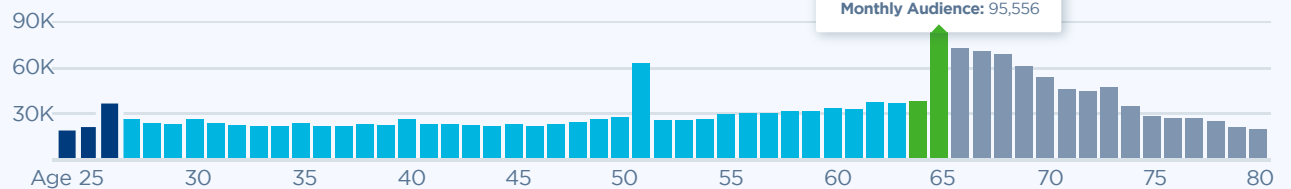
- 1 Person
- 2 Person
- 3+ Person



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

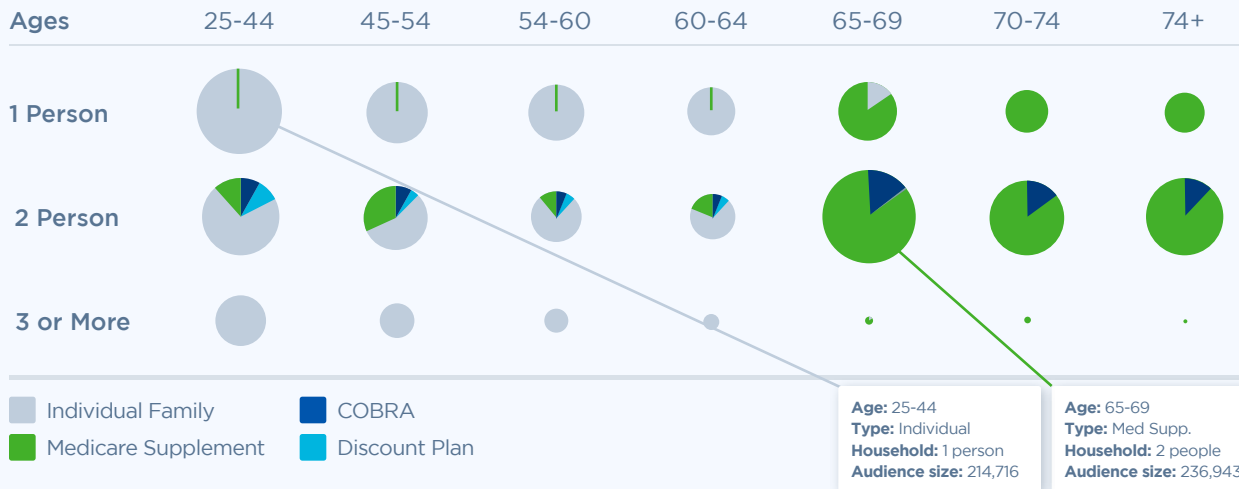


Find Your Customer™

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

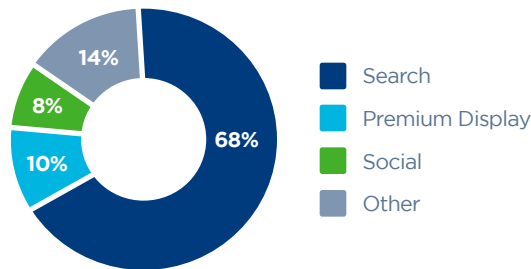
PX Delivers Large Pools of Your Target Customers

Monthly Audience Size by Age and Household:

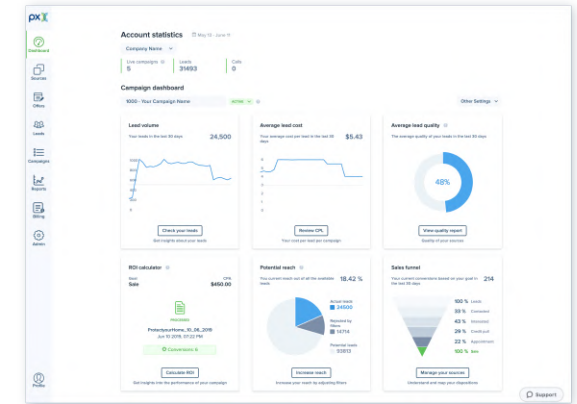


Traffic Type

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.



An optimization platform with hundreds of sources



Programmatic Control & Agility



Dynamic Pricing for Optimal Performance



Single Integration & Broad Reach

Trusted by top insurance carriers



“The dynamic bidding model is critical to our success in driving tremendous scale at our CPA target.”

Jason Owen, Online Marketing Analyst @ Spring Venture Group



Find Your Customer™

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