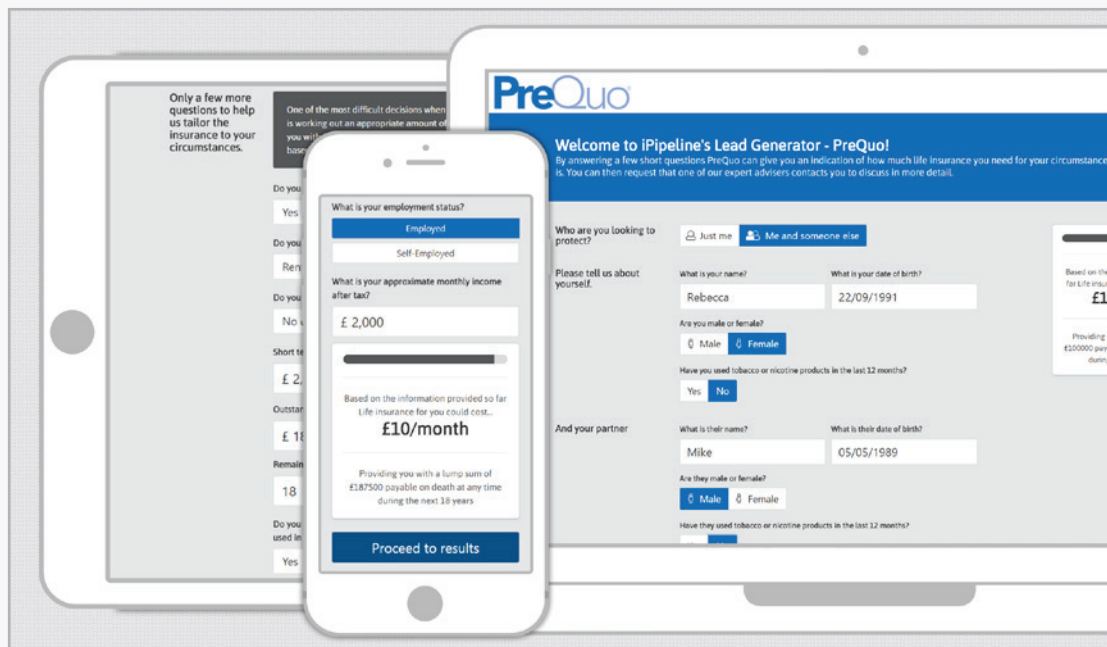




Consumers estimate the cost of Life Insurance to be on average **394%** higher than the actual cost



PREQUO® LEAD GEN

DRIVE PROTECTION CONVERSATIONS VIA YOUR WEBSITE

Attracting and cultivating leads is made easier with PreQuo Lead Gen. Consumers gain an understanding of the life cover they may require based on their circumstances and how affordable the cover is – all before they speak to an expert.

HELP EDUCATE YOUR CLIENTS ON THEIR NEED FOR PROTECTION

Lives are becoming busier and so convincing consumers to take the time to talk about protection is a struggle. Consumers don't typically know how much protection they need or for how long – so why ask them these questions upfront? PreQuo Lead Gen allows consumers to educate themselves on their need for protection. Taking just three minutes to answer simple questions about their current circumstances can generate a figure for a recommended cover amount, term and likely cost. Consumers can then submit their details to speak to an expert (advised or non-advised) to put protection in place.

FOR YOUR LEAD GENERATION

Finding new clients is not easy and when you do find them, they may not be interested in protection. Traditionally protection is not something consumers search for but something they are educated on before it is sold to them.

PreQuo Lead Gen provides a quick and simple way to identify those consumers who are warm to the idea of protection. Consumers can quickly and easily research protection for themselves, those interested are entered into a lead queue for experts to follow-up.

PreQuo can be used to entice fresh leads who have gone in search of protection, or as a means to qualify and cross-sell protection to existing customers, or those on your back books who don't have protection in place. When implemented, no effort is required until the consumer has been prequalified and indicated that they want to talk in more detail with an expert, allowing them to find out for themselves if protection is necessary and affordable to their solution.

1/5

of the UK population would not be financially secure if their household's main earner was unable to work

PRODUCT CAPABILITIES AND BENEFITS

- Simple, interactive UI optimised for use on both mobile and desktop – to reach consumers wherever they are.
- Provides consumers with an interactive 'nudge' to see for themselves just how affordable protection is.
- Allows consumers a simple 'self-service' way to get a starting point to talk about protection, reducing the amount of effort required to engage users.
- The consumer creates an indication of cost that is more than a generic 'cover from £10/month' figure, taking into account date of birth, gender, tobacco usage, and financial situation; without making the process laborious by asking too many questions.
- Provides an unbiased solution where an indicative cost for cover is generated using values across multiple providers.
- Initiates the conversation with an adviser around protection.
- Minimum set-up required with configurable options which can be tailored to individual requirements with set-up managed and hosted by iPipeline.
- Access to an adviser portal where secure information on leads is generated and stored.
- GDPR compliant, delivering information about interested leads to the Adviser/Distributor.

Hey Rebecca & Mike
We have calculated the following based on your circumstances.

Your life cover amount: £ 259,500 (with a slider and a '£259,500' label). Type of life cover: Decreasing (toggle).

Your circumstances summary

Your mortgage and other debt £187,500	Dependants and living expenses £72,000	Existing cover or savings £0
---	--	--

[View full calculations](#)

Have you considered?

CRITICAL ILLNESS INSURANCE
£48,000

This cover would provide you with a lump sum payment equivalent to £2,000 monthly for 24 months in the event of being diagnosed with a critical illness.

[Include this for £14](#)

[Edit Details](#)

You could pay monthly
£12
for 18 years

My Policy Summary

Life Insurance	£12 / month
Joint Life Cover, Decreasing benefit, 18 year term, £259,500	
Critical Illness Insurance	Not included
Joint Life Cover, Decreasing benefit, 18 year term, £48,000	

[Speak to an expert](#)