



Insurance Industry Online Market Share Report

AN IN-DEPTH ANALYSIS

Who's winning (and who's not)
in the battle for customer
attention online

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EXECUTIVE SUMMARY

Organic search represents a significant business opportunity for insurance providers to connect with consumers precisely when they are seeking your services and solutions. Any company serious about gaining and maintaining market share needs to understand the competitive search landscape. It's crucial to identify key

factors that cause leading brands to drop in search engine rankings, lose significant site traffic, and ultimately lose customers to competitors. It's crucial to identify who you're actually competing with for attention online (it might not be who you think). The customer intent data gleaned from search will lead your marketing strategy, telling you where your customers are and what they need.

Organic search represents a significant business opportunity for insurance providers to connect with consumers precisely when they are seeking your services and solutions.

With this in mind, Terakeet analyzed the organic search landscape for the auto insurance, business insurance, health insurance, homeowners insurance, and life insurance markets to understand and clarify the reality for today's insurance providers and to identify the levers of success for industry winners.

What we uncovered may surprise you.

In many cases, the brands winning market share in the insurance industry aren't insurance brands at all. Affiliates and publishers that share well-researched insurance content take up an average of 31% market share in each category we examined. Insurance companies that are winning in these sectors tend to focus their strategy on creating informational content that captures customer attention at the top of the funnel.

The digital landscape has changed, but insurance marketing hasn't caught up.

Insurance companies are ceding control of their market and their message to publishers, marketplaces and affiliates who are stealing customer attention.

WHY IT'S HAPPENING

One of the reasons so many prominent insurance providers perform poorly in Google's organic search results is a lack of access to, and understanding of, customer intent data and how Google ranks website content to meet customer needs.

In many cases, content produced by insurance providers does not align with customer needs, and lacks the quality and authority customers are looking for when searching for answers. Many insurance providers struggle to deliver the right message and optimize their digital assets to provide real value to their customers throughout the entire buyer's journey. Instead, brands focus solely on the bottom of the funnel — implementing disparate strategies in an attempt to improve conversions instead of meeting their customers where they're looking for help.

Google rewards content that provides value at the top and in the middle of the funnel, not just strictly transactional content. When you make a connection with your audience earlier in their customer journey, you build trust, brand affinity, and loyalty with your audience which in turn naturally raises conversion rates further down the funnel.



WHY IT MATTERS

Google processes over 8.5 billion searches per day. Your customers turn to Google when they have a problem that needs solving. When they search they're curious, vulnerable, and honest — looking for answers about safeguarding their families, businesses, belongings, and themselves. It's in these moments that your customers are telling you exactly what they need, and are open to your solutions.

With the right strategy, insurance companies can avoid losing customer attention and market share. Terakeet has helped leading financial services brands improve market share by 265% and achieve 87.4% lower customer acquisition costs.

Terakeet's Competitive Market Analysis

This analysis looks at the organic search landscape for five primary areas of insurance, for both transactional (bottom-of-funnel) and informational (top and middle-of-funnel) search terms.

The report is powered by Carina, Terakeet's proprietary search market share analysis tool. Carina highlights your brand among your market's top performers, and rising challengers, enabling you to develop data-backed strategies that capture market share, and increase revenue.

Are You Winning?

Read on for a high-level overview of each market. See if you're competitive or falling behind your competitors, and uncover what the market leaders are doing right.

ACCESS ►
DIGITAL
REPORT



Auto Insurance

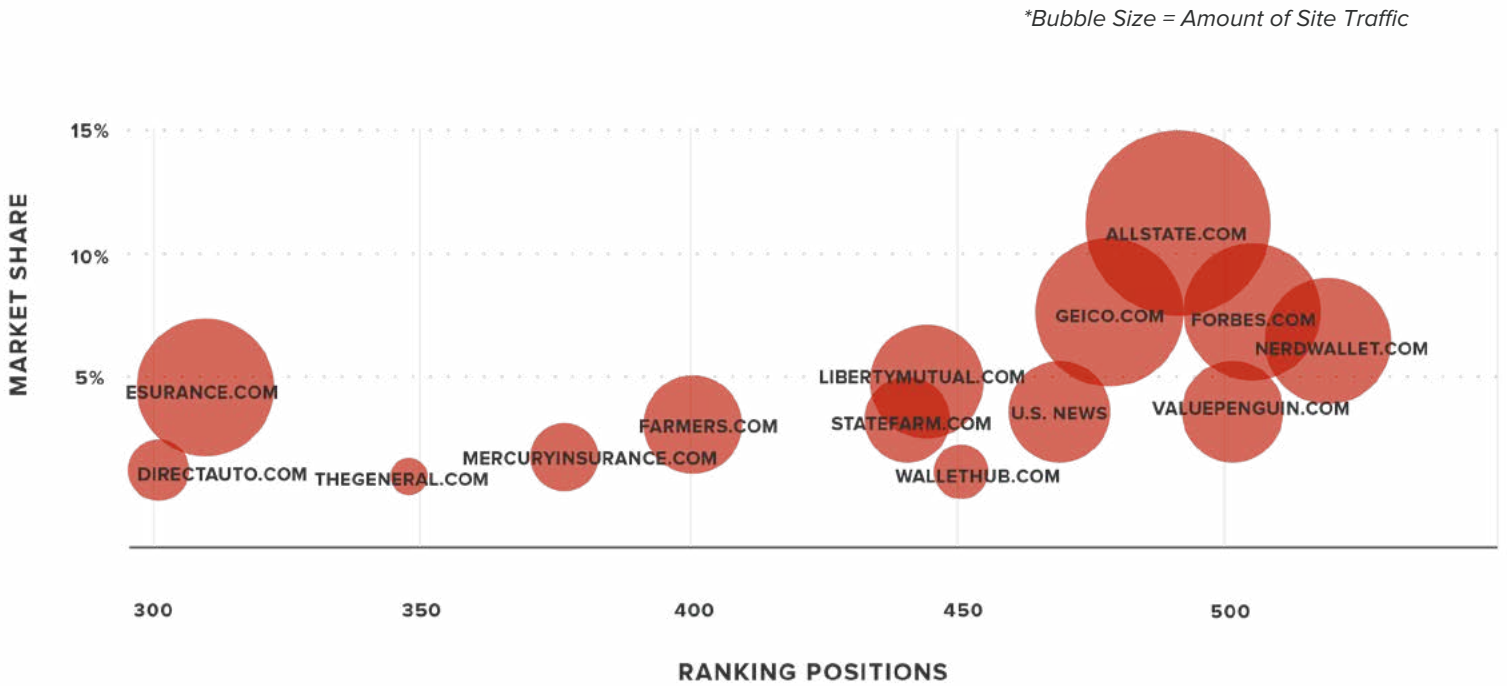
Google Market Share Report

AN IN-DEPTH ANALYSIS

**Who's winning (and who's not)
in the organic search landscape**

GOOGLE MARKET SHARE ANALYSIS FOR AUTO INSURANCE

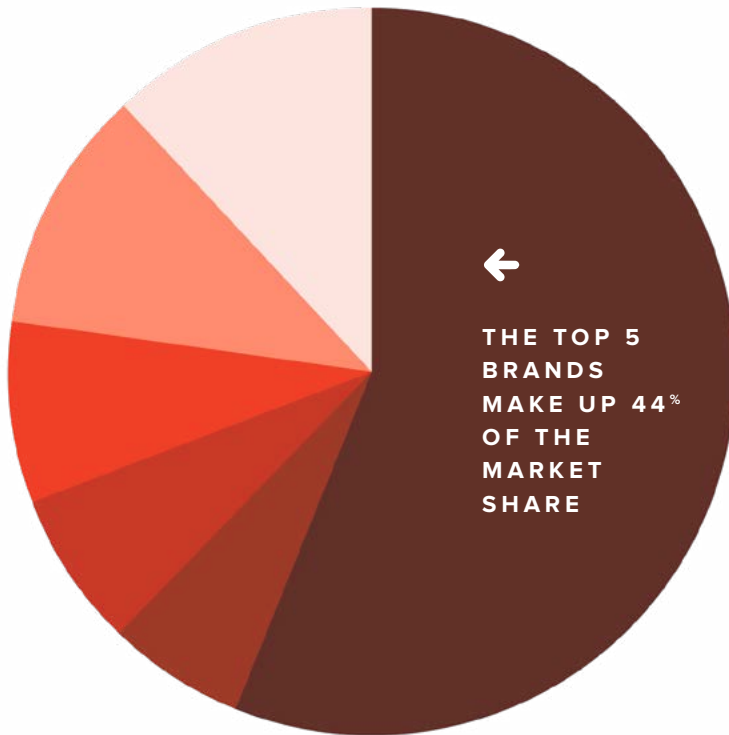
FIGURE 1
Fall 2022



EXECUTIVE SUMMARY

Terakeet analyzed the Google organic search landscape for the auto insurance sector.

Traditional auto insurance providers are losing ground to non-provider websites in search. Out of the top 20 websites in terms of market share, nine are not the traditional insurance providers we typically think of. Instead they are a mix of publishers, information sites, aggregators, and others. **With the right strategy, this is an avoidable loss of customer attention.**



- 1 **allstate.com**
12.86% MARKET SHARE
- 2 **geico.com**
10.95% MARKET SHARE
- 3 **forbes.com**
7.9% MARKET SHARE
- 4 **nerdwallet.com**
6.64% MARKET SHARE
- 5 **progressive.com**
5.62% MARKET SHARE

TOP 5 BRANDS

It's one thing to understand market share. It's quite another to understand the underlying reasons why certain websites are winning in organic search and why others are underperforming given their offline size and market presence.

The brands that are dominating the digital landscape are using their owned online assets to connect with customers throughout the marketing funnel. We analyzed the five brands with the highest market share (representing roughly 2.5 million in monthly organic search traffic) and have summarized the key aspects of their digital assets that help them to rank so well in Google.

- ▶ Tens of thousands of links pointing to their Auto Insurance page
- ▶ Extensive distribution networks
- ▶ A variety of interactive personalized content, including coverage by insurance type, state, etc.
- ▶ Dedicated resource centers with a wealth of informational, long-form, top-of-funnel content and videos
- ▶ Tools like calculators, comparative charts, and FAQs to support customer journeys
- ▶ Demonstrated expertise with authoritative bylines
- ▶ Strong customer experience and support

MARKET SHARE ANALYSIS

ORGANIC SEARCH MARKET SHARE

The top 20 organic market share for the auto insurance sector breaks down as follows:

COMPANY	MARKET SHARE %
allstate.com	12.86
geico.com	10.95
forbes.com	7.9
nerdwallet.com	6.64
progressive.com	5.62
libertymutual.com	5.08
U.S. News	4.12
valuepenguin.com	3.95
thezebra.com	3.88
statefarm.com	3.42
bankrate.com	3.23
esurance.com	2.95
nationwide.com	2.93
directauto.com	2.49
marketwatch.com	2.36
farmers.com	1.89
mercuryinsurance.com	1.7
moneygeek.com	1.64
wallethub.com	1.11
travelers.com	0.89



- Content Publisher/ Marketplace
- Insurance Provider

Around 45%

of the top ranking auto insurance sites are **content hubs** and **marketplaces**, not providers

Google search results in this sector are being dominated by non-providers, pulling customer attention away from traditional auto insurance providers. In fact, in the top five market share winners alone, two are non-provider websites. Going out the top 20 you'll see more of the same, with US News, The Zebra, Bankrate, MarketWatch, and Money Geek crowding out actual auto insurance brands. This stolen market share represents a loss of more than 20 million site visitors annually.

MARKET SHARE TRENDS

Overall, auto insurance providers that are winning, such as Allstate and Geico, are owning market share in this category because they've published content that ranks for top-of-funnel and middle-of-funnel "informational" search queries.

Their content answers customer questions like "What is liability insurance?" and "Does car insurance cover tree damage?" — opening the door for customer connection before they've committed to a purchase.

However, even the providers who are beating traditional competitors are being closed in on by non-providers.

The research shows there is massive untapped potential for auto insurance brands to win market share and consumer attention through full-funnel content strategy.

Are You Winning?

How does your organic search performance compare against your traditional competitors? Against disruptors? Against non-traditional competitors such as lead aggregators, informational websites, government entities, and specialty sites? Where are your opportunities to grow? ***What's at stake is billions of dollars in potential market share.***

CONCLUSION

In the auto insurance sector, many informational sites, aggregators, and non-providers are capturing a significant percentage of organic search market share. Five of the top 10 market share leaders are non-providers. Among the organizations occupying the top 25 positions in Google organic search market share, more than 45% are non-providers.

Why is publishing top-of-funnel content such a gamechanger for insurance brands? Because it gives them the opportunity to be the first ones to build a connection with target consumers. At the top of the funnel, brands can build emotional equity with customers — increasing the likelihood that consumers will choose you when they're ready to purchase.

There's a massive market opportunity to attract millions of site visitors actively seeking auto insurance services via Google. Providers offering auto insurance need to consider the entire competitive landscape (including publishers and affiliate websites), not just traditional offline competitors, when developing their marketing strategies.

By better understanding the competitive landscape, traditional auto insurance providers can compete against non-providers and their traditional competitors more effectively to secure more site traffic, leads, and revenue.

Business Insurance

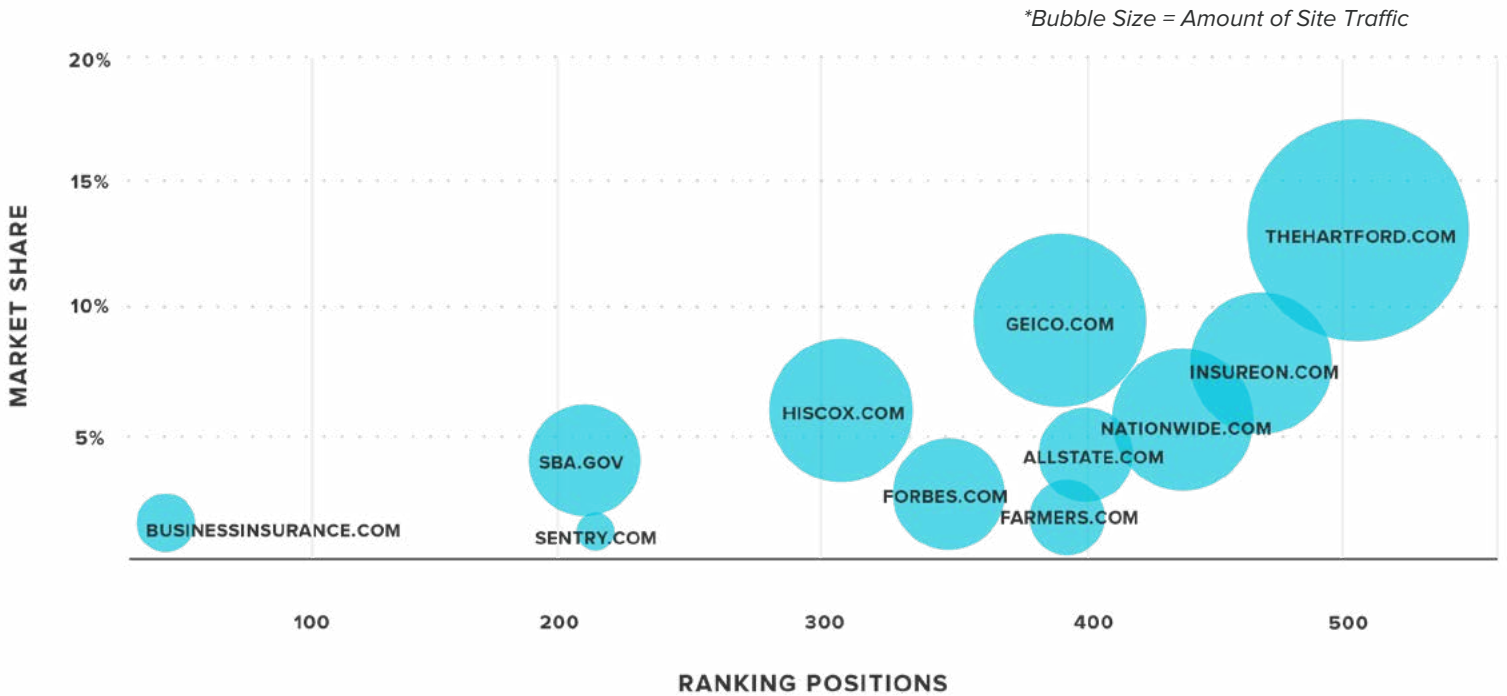
Google Market Share Report

AN IN-DEPTH ANALYSIS

**Who's winning (and who's not)
in the organic search landscape**

GOOGLE MARKET SHARE ANALYSIS FOR BUSINESS INSURANCE

FIGURE 1
Fall 2022



EXECUTIVE SUMMARY

Terakeet analyzed the Google organic search landscape for the business insurance sector.

Google search results in this sector are being dominated by non-providers. There's a shortage of business insurance providers claiming space in search results. Publishers and marketplaces like NerdWallet, Forbes, and Insureon are claiming space in the business insurance market sector. And out of the top 18 websites in terms of market share, several are not insurance providers. Instead they are a mix of publishers, information sites, aggregators, marketplaces, government sites, and others. **With the right strategy, this is an avoidable loss of customer attention.**



- 1 thehartford.com**
12.5% MARKET SHARE
- 2 geico.com**
8.98% MARKET SHARE
- 3 insureon.com**
7.06% MARKET SHARE
- 4 progressivecommercial.com**
6.56% MARKET SHARE
- 5 hiscox.com**
5.6% MARKET SHARE

TOP 5 BRANDS

It's one thing to understand market share. It's quite another to understand the underlying reasons why certain websites are winning in organic search and why others are underperforming given their offline size and market presence.

The brands that are dominating the digital landscape are using their owned online assets to connect with customers throughout the marketing funnel. We analyzed the five brands with the highest market share (representing roughly 500,000 in monthly organic search traffic) and have summarized the key aspects of their digital assets that help them to rank so well in Google.

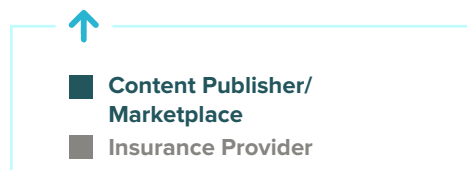
- ▶ Tens of thousands of links pointing to their Business Insurance page
- ▶ A variety of interactive personalized content, including coverage by insurance type, state, etc.
- ▶ A wealth of optimized, long-form, top-of-funnel content and videos
- ▶ Tools like calculators, quizzes, budget planners, and resource centers to support customer journeys
- ▶ Strong customer experience and support

MARKET SHARE ANALYSIS

ORGANIC SEARCH MARKET SHARE

The top organic market share for the business insurance breaks down as follows:

COMPANY	MARKET SHARE %
thehartford.com	12.5
geico.com	8.98
insureon.com	7.06
progressivecommercial.com	6.56
hiscox.com	5.6
nationwide.com	5.24
investopedia.com	5.16
sba.gov	3.74
allstate.com	3.66
nextinsurance.com	2.86
forbes.com	2.44
nerdwallet.com	2.14
farmers.com	1.84
travelers.com	1.64
statefarm.com	1.46
businessinsurance.com	1.25
healthcare.gov	0.92
sentry.com	0.81



Around 39%
of the top ranking
business insurance
sites **are not providers**

A large percentage of Google search results in this sector are represented by non-providers, pulling customer attention away from traditional business insurance providers. Insurance providers that are winning in the sector do so by publishing a wealth of informative content on their websites. Insurance companies like The Hartford, which represent a smaller percentage of overall market share, dominate the digital landscape through this strategy.

MARKET SHARE TRENDS

Overall, companies that sell business insurance, such as The Hartford and Geico, have increased their organic search market share by publishing content that ranks for top-of-funnel informational queries on their website's blog or resource center. **Their content answers questions business owners might have, like “What is small business insurance?” and “Do I need liability insurance?” — reaching customers with valuable insights before they're ready to make a purchase.**

However, even the providers who are beating traditional competitors in market share are being closed in on by non-providers.

This research shows the massive potential business insurance brands have to win market share and consumer attention through a full-funnel content publishing strategy.

Are You Winning?

How does your organic search performance compare against your traditional competitors? Against disruptors? Against non-traditional competitors such as lead aggregators, informational websites, marketplaces, government entities, and specialty sites? ***What's at stake is billions of dollars in potential market share.***

CONCLUSION

In the business insurance sector, many informational sites, aggregators, marketplaces, and non-providers are capturing a significant percentage of the organic search market share. Five of the top 15 market share leaders are non-insurance companies that publish informational insurance-related content. Insurance companies that are winning in the business insurance sector have sections of their website dedicated to top-of-funnel content designed to reach consumers early in the customer journey.

But why is publishing top-of-funnel content such a game changer for insurance brands? Because companies have the opportunity to be the first ones to build a connection with target consumers. At the top of the funnel, brands

can build emotional equity — increasing the likelihood that consumers will choose you when they're ready to purchase.

There's a large market opportunity to attract millions of site visitors actively seeking business insurance services via Google. Providers offering business insurance need to consider the entire competitive landscape, and not only traditional offline competitors, when developing their marketing strategies.

By better understanding the competitive landscape, traditional insurance providers can compete against non-providers and traditional competitors more effectively to secure more site traffic, leads, and revenue.

Health Insurance

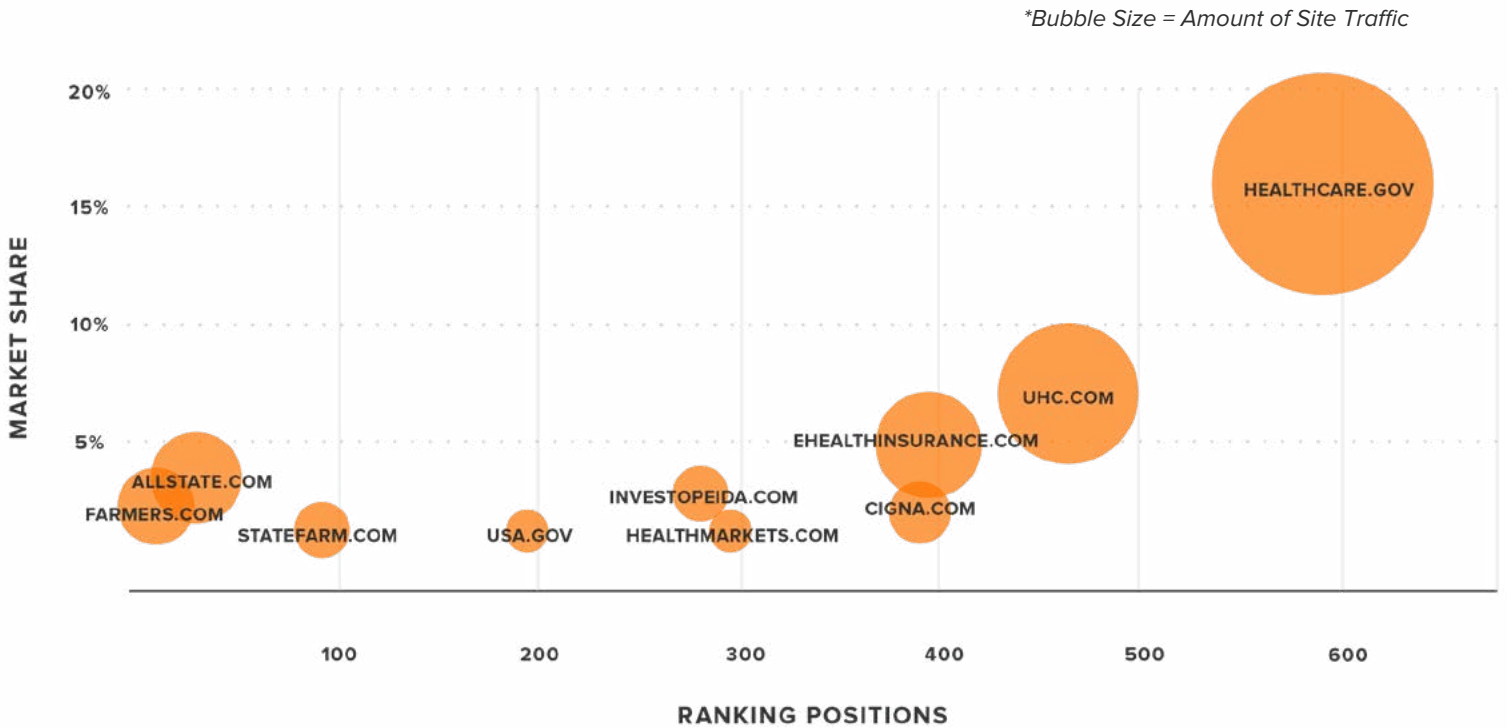
Google Market Share Report

AN IN-DEPTH ANALYSIS

**Who's winning (and who's not)
in the organic search landscape**

GOOGLE MARKET SHARE ANALYSIS FOR HEALTH INSURANCE

FIGURE 1
Fall 2022



EXECUTIVE SUMMARY

Terakeet analyzed the Google organic search landscape for the health insurance sector.

Google search results are being dominated by non-providers. There's a shortage of health insurance providers in the SERPs. Of the top five market share leaders, two are not traditional health insurance providers. And out of the top 20 websites in terms of market share, 11 are not traditional insurance institutions. Instead they are a mix of publishers, information sites, aggregators, government sites, and others. **With the right strategy, this is an avoidable loss of customer attention.**



- 1 **healthcare.gov**
16.74% MARKET SHARE
- 2 **uhc.com**
6.82% MARKET SHARE
- 3 **ehealthinsurance.com**
5.01% MARKET SHARE
- 4 **aetna.com**
4.29% MARKET SHARE
- 5 **allstate.com**
3.25% MARKET SHARE

TOP 5 BRANDS

It's one thing to understand market share. It's quite another to understand the underlying reasons why certain websites are winning in organic search and others are underperforming given their offline size and market presence.

The brands that are dominating the digital landscape are using their owned online assets to connect with customers throughout the marketing funnel. To that end, we analyzed the five brands with the highest market share (representing over 690k in monthly organic search traffic) and have summarized the key aspects of their digital assets that help them to rank so well in Google.

- ▶ Millions of links pointing to their Health Insurance page
- ▶ Extensive distribution networks
- ▶ Dedicated resource centers with a wealth of informational, long-form top- and middle-of-funnel content and videos
- ▶ Tools like calculators, glossaries, and FAQs to support customer journeys
- ▶ Personalized information to discover local and needs-based options
- ▶ Demonstrated expertise with authoritative bylines
- ▶ Strong customer experience and support

MARKET SHARE ANALYSIS

ORGANIC SEARCH MARKET SHARE

The top 20 organic market share for the health insurance sector breaks down as follows:

COMPANY	MARKET SHARE %
healthcare.gov	16.74
uhc.com	6.82
ehealthinsurance.com	5.01
aetna.com	4.29
allstate.com	3.25
investopedia.com	2.27
cigna.com	2.15
valuepenguin.com	2.07
forbes.com	2.03
anthem.com	1.99
farmers.com	1.94
healthinsurance.org	1.48
statefarm.com	1.47
benefits.gov	1.36
bcbs.com	1.28
usa.gov	1.15
texas.gov	1.12
healthmarkets.com	0.99
coveredca.com	0.96
floridablue.com	0.95



- Content Publisher/ Marketplace
- Insurance Provider

Around 55%

of the top ranking health insurance sites are not providers

Google search results are being dominated by non-providers. In fact, in the top five results alone, two are non-provider websites. Going out to the top 20 you'll see more of the same, with HealthInsurance.org, HealthMarkets.com, and government sites crowding out actual health insurance brands. This stolen market share represents a loss of approximately seven million site visitors annually for only a small subsection of search terms (and millions of site visitors when extrapolating across the entire search landscape).

MARKET SHARE TRENDS

Overall, insurance companies such as United Healthcare and Aetna are winning market share in this category because they've published content that ranks for top-of-funnel and middle-of-funnel "informational" search queries. **Their content covers topics like "7 tips for choosing your health benefits for 2023" and "3 common mistakes to avoid when selecting a health plan" — opening the door for customer connection before they've committed to a purchase.**

However, even the providers who are beating traditional competitors are losing the top market share positions.

This research shows there is massive untapped potential for health insurance brands to win market share and consumer attention through full-funnel content strategy.

Are You Winning?

How does your organic search performance compare against your traditional competitors? Against disruptors? Against non-traditional competitors such as lead aggregators, informational websites, marketplaces, government entities, and specialty sites? *What's at stake is billions of dollars in potential market share.*

CONCLUSION

In the health insurance sector, many informational sites, aggregators, marketplaces, and non-providers are capturing a significant percentage of the organic search market share. Three of the top six market share leaders are non-providers. Among the organizations occupying the top 25 positions in Google organic search market share, 13 (52%) are not health insurance providers.

But why is publishing top-of-funnel content such a game changer for health insurance brands? Because companies have the opportunity to be the first ones to build a connection with target consumers. At the top of the funnel, brands can

build emotional equity — increasing the likelihood that consumers will choose you when they're ready to purchase.

There's a large market opportunity to attract millions of site visitors actively seeking health insurance services via Google. Providers offering health insurance need to consider the entire competitive landscape (including publishers, marketplaces and affiliate websites), and not just traditional offline competitors, when developing their marketing strategies.

By better understanding the competitive landscape, traditional insurance providers can compete against non-providers and traditional competitors more effectively to secure more site traffic, leads, and revenue.

Homeowners Insurance

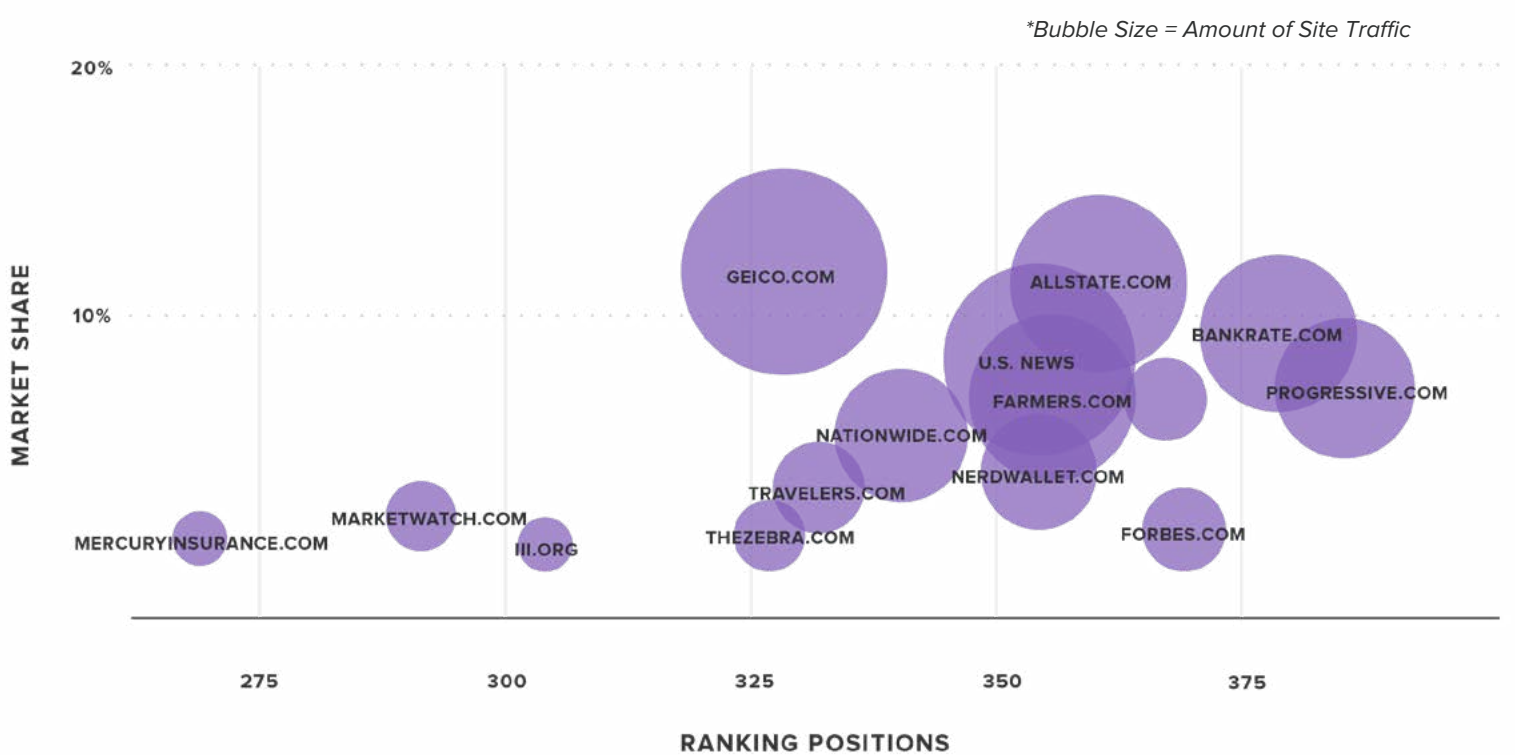
Google Market Share Report

AN IN-DEPTH ANALYSIS

**Who's winning (and who's not)
in the organic search landscape**

GOOGLE MARKET SHARE ANALYSIS FOR HOMEOWNERS INSURANCE

FIGURE 1
Fall 2022



EXECUTIVE SUMMARY

Terakeet analyzed the Google organic search landscape for the homeowners insurance sector.

Traditional homeowners insurance providers are losing ground to non-provider websites like U.S. News, Bankrate, and NerdWallet. And out of the top 20 websites in terms of market share, 11 are not traditional homeowners insurance institutions. Instead they are a mix of publishers, information sites, aggregators, government sites, and others. **With the right strategy, this is an avoidable loss of customer attention.**



- 1 **geico.com**
12.03% MARKET SHARE
- 2 **allstate.com**
11.47% MARKET SHARE
- 3 **bankrate.com**
9.46% MARKET SHARE
- 4 **U.S. News**
8.1% MARKET SHARE
- 5 **progressive.com**
7.32% MARKET SHARE

TOP 5 BRANDS

It's one thing to understand market share. It's quite another to understand the underlying reasons why certain websites are winning in organic search and others are underperforming given their offline size and market presence.

The brands that are dominating the digital landscape are using their owned assets to connect with customers throughout the marketing funnel. We analyzed the five brands with the highest market share (representing over 357k in monthly organic search traffic) and have summarized a few of the key aspects of their digital assets that help them to rank so well in Google.

- ▶ Hundreds of thousands of links pointing to their Homeowners Insurance page and extensive distribution networks
- ▶ Dedicated resource centers with a wealth of informational, long-form top-of-funnel content and videos
- ▶ Tools like calculators, discount finders, and Q&As to support customer journeys
- ▶ Personalized information to discover local and needs-based options
- ▶ Demonstrated expertise with authoritative bylines
- ▶ Strong customer experience and support

MARKET SHARE ANALYSIS

ORGANIC SEARCH MARKET SHARE

The top 20 organic market share for the homeowners insurance sector breaks down as follows:

COMPANY	MARKET SHARE %
geico.com	12.03
allstate.com	11.47
bankrate.com	9.46
U.S. News	8.1
progressive.com	7.32
farmers.com	6.86
nationwide.com	5.28
nerdwallet.com	4.35
travelers.com	2.79
libertymutual.com	2.18
marketwatch.com	1.94
forbes.com	1.9
valuepenguin.com	1.86
statefarm.com	1.79
thezebra.com	1.34
policygenius.com	1.29
texas.gov	1.21
iii.org	1.11
thehartford.com	1.1
investopedia.com	1.06



- Content Publisher/ Marketplace
- Insurance Provider

Around 55%

of the top ranking homeowners insurance sites are content hubs and marketplaces, not providers

Google search results are being dominated by non-providers. There's a shortage of homeowners insurance providers in search engine results. In fact, in the top five results alone, two are non-provider websites. Going out to the top 20 you'll see more of the same, with NerdWallet, MarketWatch, The Zebra, and Forbes crowding out actual homeowners insurance brands. This represents losing out on millions of site visitors annually for a small subsection of search terms (and millions of site visitors when extrapolating across the entire search landscape).

MARKET SHARE TRENDS

Overall, homeowners insurance companies such as Geico and Allstate are winning market share in this category because they've published content that ranks for top-of-funnel and middle-of-funnel "informational" search queries. **Their content covers topics like "How To Protect Your House From Falling Trees And Branches" and "How To Protect Your Home From Flooding" — opening the door for customer connection before they've committed to a purchase.**

However, even the providers who are beating traditional competitors are being closed in on by non-providers.

This research shows there is massive untapped potential for insurance companies to win market share and consumer attention through full-funnel content strategy.

Are You Winning?

How does your organic search performance compare against your traditional competitors? Against disruptors? Against non-traditional competitors such as lead aggregators, informational websites, government entities, and specialty sites? ***What's at stake is billions of dollars in potential market share.***

CONCLUSION

In the homeowners insurance sector, many informational sites, aggregators, marketplaces, and non-providers are capturing a significant percentage of the organic search market share. These sites establish themselves as experts in the insurance field and share insightful content in order to gain consumer trust.

But why is publishing top-of-funnel content such a game changer for insurance brands? Because companies have the opportunity to be the first ones to build a connection with target consumers. At the top of the funnel, brands can build emotional equity — increasing the likelihood that consumers will choose you when they're ready to purchase.

There's a massive market opportunity to attract millions of site visitors actively seeking homeowners insurance services via Google. Providers offering homeowners insurance need to consider the entire competitive landscape (including publishers, marketplaces and affiliate websites), and not just traditional offline competitors, when developing their marketing strategies.

By better understanding the competitive landscape, traditional insurance providers can compete against non-providers and traditional competitors to more effectively and secure more site traffic, leads, and revenue.

Life Insurance

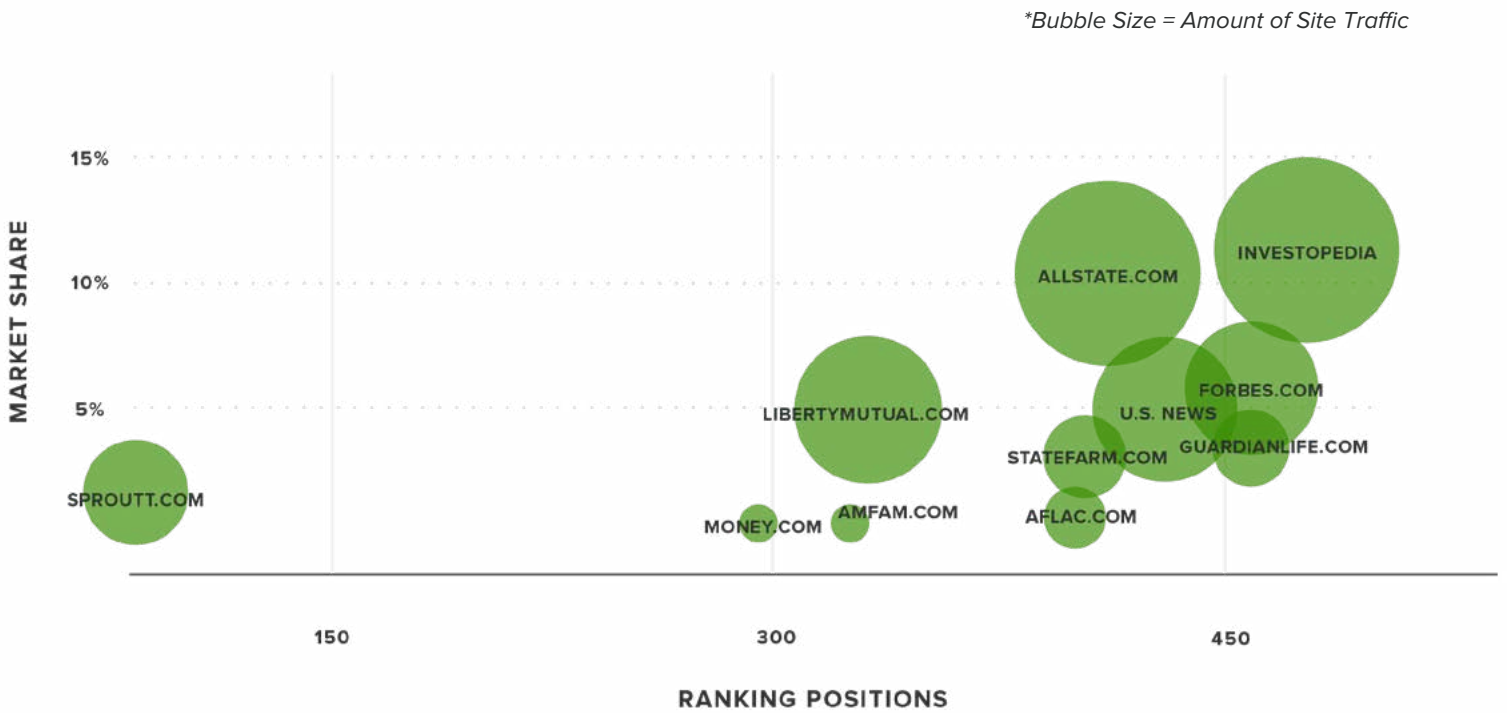
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GOOGLE MARKET SHARE ANALYSIS FOR LIFE INSURANCE

FIGURE 1
Fall 2022



EXECUTIVE SUMMARY

Terakeet analyzed the Google organic search landscape for the life insurance sector.

Traditional life insurance providers are losing ground to non-provider websites in search. And out of the top five websites in terms of market share, three are not the traditional insurance institutions. Instead they are publishers, information sites, and aggregators. **With the right strategy, this is an avoidable loss of customer attention.**



- 1 **investopedia.com**
10.43% MARKET SHARE
- 2 **allstate.com**
10.02% MARKET SHARE
- 3 **forbes.com**
6.29% MARKET SHARE
- 4 **prudential.com**
5.14% MARKET SHARE
- 5 **U.S. News**
5.07% MARKET SHARE

TOP 5 BRANDS

It's one thing to understand market share. It's quite another to understand the underlying reasons why certain websites are winning in organic search and others are underperforming given their offline size and market presence.

The brands that are dominating the digital landscape are using their owned online assets to connect with customers throughout the marketing funnel. To that end, we analyzed the five brands with the highest market share (representing over 440k in monthly organic search traffic) and have summarized the key aspects of their digital assets that help them to rank so well in Google.

- ▶ Tens of thousands of links pointing to their Life Insurance page and extensive distribution networks
- ▶ Dedicated resource centers with a wealth of comparative, informational, long-form top-of-funnel content and videos
- ▶ Tools like calculators, discount finders, key term definitions, Q&As and FAQs to support customer journeys
- ▶ Personalized information to discover local and needs-based options
- ▶ Demonstrated expertise with authoritative bylines
- ▶ Strong customer experience and support

MARKET SHARE ANALYSIS

ORGANIC SEARCH MARKET SHARE

The top 20 organic market share for the life insurance sector breaks down as follows:

COMPANY	MARKET SHARE %
investopedia.com	10.43
allstate.com	10.02
forbes.com	6.29
prudential.com	5.14
U.S. News	5.07
nerdwallet.com	5.02
libertymutual.com	4.89
geico.com	4.83
newyorklife.com	4.83
guardianlife.com	3.83
statefarm.com	3.52
progressive.com	2.87
sproutt.com	2.5
nationwide.com	2.36
aflac.com	1.53
policygenius.com	1.33
bankrate.com	1.25
metlife.com	1.19
money.com	0.99
valuepenguin.com	0.98



-  **Content Publisher/ Marketplace**
-  **Insurance Provider**

Around 40%

of the top ranking life insurance sites are content hubs and marketplaces, not providers

Google search results in this sector are being dominated by non-providers. In fact, in the top five market share alone, three results are non-provider websites. Going out to the top 20 you'll see more of the same, with Bankrate, Money.com, and Value Penguin crowding out actual life insurance brands. This represents brands losing out on more than four million site visitors annually for just a small subsection of search terms (and tens of millions of site visitors when extrapolating across the entire search landscape).

MARKET SHARE TRENDS

Overall, life insurance providers such as Allstate and Prudential are winning market share in this category because they've published content that ranks for top-of-funnel and middle-of-funnel "informational" search queries. **Their content covers topics like "what is long-term care insurance?" and "5 uses for life insurance benefits" — opening the door for customer connection before they've committed to a purchase.**

However, even the providers who are beating traditional competitors are losing the top market share positions.

The research shows there is massive untapped potential for life insurance brands to win market share and consumer attention through full-funnel content strategy.

Are You Winning?

How does your organic search performance compare against your traditional competitors? Against disruptors? Against non-traditional competitors such as lead aggregators, informational websites, government entities, and specialty sites? ***What's at stake is billions of dollars in potential market share.***

CONCLUSION

In the life insurance sector, many informational sites, aggregators, marketplaces and non-providers are capturing a significant percentage of the organic search market share. Four of the top six market share leaders are non-insurance institutions, siphoning consumer attention away from insurance companies. As a result, life insurance brands are missing opportunities to establish authority in their market sector.

But why is publishing top-of-funnel content such a game changer for insurance brands? Because companies have the opportunity to be the first ones to build a connection with target consumers.

At the top of the funnel, brands can build emotional equity with customers — increasing the likelihood that consumers will choose you when they're ready to purchase.

There's a massive market opportunity to attract millions of site visitors actively seeking life insurance services via Google. Providers offering life insurance need to consider the entire competitive landscape (including publishers, marketplaces and affiliate websites), and not only traditional offline competitors, when developing their marketing strategies.

By better understanding the competitive landscape, traditional insurance providers can compete against non-providers more effectively and secure more site traffic, leads, and revenue.

SOLUTIONS

The digital landscape has evolved, and so have consumer habits. Internet users are savvy and no longer respond to interruptive digital advertising strategies. Online publishers and affiliates are pushing out traditional market leaders and are siphoning consumer attention away from top global brands.

Brands must find better ways to authentically connect with their customers. Full-funnel content strategies help companies grow their digital footprint and provide value earlier in the buyer's journey — connecting customers to brands through organic search.

Using customer intent data, Terakeet helps Fortune 1000 companies understand their audiences and build brand equity with content strategy. This leads to greater online market share and sustainable revenue growth over time.

ABOUT TERAKEET

Terakeet is the preferred enterprise partner for Fortune 1000 brands seeking online business growth through customer connection. At Terakeet, we take a unique approach to leveraging owned assets to help brands better understand their customers' needs and delight them throughout the digital journey.

Our combination of custom, data-driven strategies, proprietary technology, and expert execution tap into real-time consumer behavior insights. Our team enables global brands to dominate markets, drive new revenue, and increase brand value.

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How many customers are you forfeiting to the competition, and what is the opportunity cost for your business?

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OUR CARINA TECHNOLOGY

Carina is Terakeet's proprietary search engine market share analysis tool. It highlights your brand among your market's top performers and rising challengers to drive strategy, capture market share, and increase revenue. Carina delivers a comprehensive look at your past, present, and projected Google organic market presence so that you can seize new opportunities and stay miles ahead of your competitors.

