



**The "Riches-in-the-Niches" Retail Auto and P&C Insurance Lead Generation Project.** Make no mistake, the massive retail insurance organic search numbers are why this is important to you and your organization. Expect high two or even three digit monthly ROI percentages once this project gets rolling. My mentor was one of the inventors of voice search, so I had a head start and took action. Leverage this traffic to your competitive advantage. Hence, this is voice-search-centric and can put your company ahead by years in organic search.

**Insurance Marketing List A.** If you see the value in either of these lists, make an offer. This is List A. You can acquire List-A, List B or (if your company is a high roller) get both.

For a cost justified monthly fee, just "one" insurance carrier, aggregator, or national agency gets benefits the whole lot of names for as long as you are under contract. This list of domains is NOT shared allowing YOUR FIRM to control the opt in (GDPR legal) traffic. Data updated on 12/7/22	Avg \$ CPC (what the current going PPC rate is for this domain per Google showing real value by advertisers) This tactic would replace this cost with unlimited clicks per month*	Search Results Phrase (SERP) / month *	Avg Search Volume (exact match) per month*		Search Ads Phrase (paid by insurance advertisers)	Search Results Sld per month
<b>"Monthly" Totals for the below retail Insurance Portfolio</b> ** (as of 12/7/22) Estibot via Google's data	<b>\$5,481.58</b>	<b>963,119,393</b>	<b>4,818,722</b>	<= Per month	<b>3,184</b>	<b>226,790,515</b>
<b>Average Per Day</b>	Per day ==>	<b>31,068,368</b>	<b>155,443</b>	<= Per day	Per day ==>	<b>7,315,823</b>
<b>Average CPC \$ (Cost Per Click) of just the Domains with a CPC\$ data ****</b>	<b>\$19.51</b>	<= stunning #	\$2.00 is a good CPC\$			
<b>Average CPC \$ of All domains in the Portfolio ****</b>	<b>\$16.31</b>	<= stunning #	\$2.00 is a good CPC\$			
<b>Average # of adds per Google (11 is the max) ****</b>	<i>These numbers prove these domains are in demand by real insurance</i>				<b>9.50</b>	<= stunning #
<b>"Gross Profit" per median auto policy sale after commissions per industry averages *****</b>	<b>\$302.62</b>					
<b>Gross Profit per median auto sale after commissions per industry averages when a life and other P&amp;C policies are up sold to the same new customer *****</b>	<b>\$907.86</b>					
<b>Bonus!!!!</b> Googles search marketshare is 92% in December of 2022 , per Oberlo.com. Consider this a 8% ROAS and ROI bonus! Adding Bing and Yahoo traffic for real-world mathematical accuracy. Only Google search data is available worldwide. This shows the interpolated up-lift from Bing, Yahoo and other search engines with 8% addition to Google results for the searches per the chart below.	<b>\$5,481.58</b>	<b>1,040,168,944</b>	<b>5,204,220</b>		Unknown but most likely similar	<b>244,933,756</b>
	<b>Per day ==&gt;</b>	<b>34,171,122</b>	<b>170,966</b>			<b>8,046,444</b>

This traffic absolutely has value in the auto and P&C insurance market - Using current best practices,

Both Lists A/B	Domain (data as of 12/7/22)	Avg \$ CPC (what the current going PPC rate is for this domain per Google showing real value by advertisers) The IMM tactic would mostly replace this cost with unlimited clicks per month*	Search Results Phrase (SERP) per month	Avg Search Volume (exact match) per month*		Search (paid) Ads Phrase Average per page	Search Results Sld per month
Both	rates-insurance.com	\$134.93	517,000.00	36		11	243,000
Both	luxury-auto-insurance.com	\$124.01	30,900.00	-		7	-
Both	choicequoteinsurance.com	\$92.06	39,000.00	73		10	55
Both	discountsforautoinsurance.com	\$73.77	-	46		0	-
Both	auto---insurance.com	\$71.65	72,900,000.00	110,000		11	25,100,000
Both	carinsurancequotesmaryland.com	\$71.53	328,000.00	110		11	307
Both	insurancebuyonline.com	\$70.56	15,800,000.00	36		11	82
Both	car---insurance.com	\$66.70	89,100,000.00	673,000		11	28,300,000
Both	insuranceratesintexas.com	\$66.15	507,000.00	36		11	75
Both	carinsuranceiniowa.com	\$64.62	660,000.00	46		11	169
Both	sutoinsurance.com	\$63.30	73,600,000.00	12		11	635
Both	findthebestcarinsurance.com	\$62.64	1,470,000.00	36		11	31
Both	getonlineinsurancequote.com	\$59.82	733,000.00	28		11	771,000
Both	cheapautomobileinsurancequotes.net	\$58.97	94,300.00	22		11	84
Both	vehicles-insurance.com	\$51.82	964,000.00	73		11	426,000
Both	cheap--insurance.com	\$46.65	3,670,000.00	27,100		11	4,870,000
Both	bestbudgetcarinsurance.com	\$45.92	172,000.00	5		11	2,080
Both	offroadvehicleinsurance.net	\$44.83	1,040,000.00	73		11	304

Both	www-insurance.com	\$42.11	904,000.00	320	11	904,000
Both	carinsuranceestimatesonline.com	\$39.76	194,000.00	210	11	51
Both	guaranteedlifeinsurancequote.com	\$38.23	1,420,000.00	12	11	2
Both	compare-auto-insurance-rates.com	\$36.31	359,000.00	6,600	11	123,000
Both	compare-truck-insurance.com	\$35.92	100,000.00	73	11	-
Both	lowratescarinsurance.com	\$35.67	13,400.00	170	11	6,990
Both	truckinsurancecost.com	\$35.55	22.00	36	10	-
Both	wwwinsurancecompanies.com	\$35.11	22,400,000.00	16	11	232
Both	free-auto-insurance-quotes.com	\$34.79	1,650,000.00	12,100	11	515,000
Both	vehiclecarinsurance.com	\$34.67	76,400.00	36	11	128
Both	autoinsurancequotes.cc	\$34.58	17,200,000.00	201,000	11	185,000
Both	carinsuranceinbaltimore.com	\$34.32	31,200.00	28	11	609
Both	autoquotes.me	\$34.20	1,450,000.00	12,100	11	11,400
Both	carinsuranceinnc.com	\$33.96	13,300.00	260	11	48
Both	best-auto-insurance-rates.com	\$33.76	506,000.00	3,600	11	79,800
Both	compare--auto--insurance.com	\$33.46	4,130,000.00	12,100	11	434,000
Both	compareratescarinsurance.com	\$33.23	727,000.00	58	11	267
Both	inexpensive-car-insurance.com	\$33.16	789,000.00	4,400	11	665,000
Both	electricvehicleinsurance.com	\$32.91	21,600.00	46	11	15
Both	instantquoteacarinsurance.com	\$32.79	707,000.00	590	11	40
Both	automotiveinsurancecompanies.com	\$32.13	408,000.00	320	0	10
Both	cheapcarinsuranceca.com	\$31.98	115,000.00	480	0	50
Both	lowestautoinsurance.com	\$31.88	299,000.00	3,600	0	1,760
Both	inexpensive-auto-insurance.com	\$31.86	584,000.00	3,600	11	93,200
Both	onlinequotescarinsurance.com	\$31.72	848,000.00	590	0	177
Both	auto--insurance--quote.com	\$31.52	4,740,000.00	201,000	11	2,350,000
Both	carinsuranceintexas.us	\$31.22	909,000.00	320	11	594
Both	truckinsuranceprices.com	\$31.01	407,000.00	12	11	-
Both	car--insurance--quotes.com	\$30.47	16,100,000.00	301,000	11	2,370,000
Both	insurancecarquotes.org	\$30.47	122,000.00	1,600	11	624
Both	automobileinsurancecomparisons.com	\$29.58	47,200.00	590	11	74
Both	insurancequoteoncar.com	\$29.05	197,000.00	36	11	34
Both	aotinsurance.net	\$28.51	32,400.00	260	11	1,250
Both	newjerseyautoinsurancequotes.com	\$28.49	1,020,000.00	1,600	11	772
Both	instantcarinsurancequotes.org	\$28.29	154,000.00	3,600	0	1,270
Both	automobile--insurance--quotes.com	\$28.12	392,000.00	5,400	0	65,000
Both	carinsuranceesenior.com	\$27.87	51,300.00	390	11	858
Both	compare-insurance-rates.com	\$27.51	319,000.00	3,600	11	326,000
Both	quotesonautoinsurance.net	\$27.09	322,000.00	720	11	155
Both	life--insurance--quotes.com	\$26.67	4,660,000.00	90,500	11	1,050,000
Both	online-auto-insurance.com	\$26.62	3,970,000.00	8,100	11	662,000
Both	discount--car--insurance.com	\$26.61	875,000.00	12,100	11	-
Both	compare--car--insurance.com	\$26.55	5,510,000.00	90,500	11	38
Both	carinsurancecompare.net	\$26.55	729,000.00	9,900	11	32,100
Both	auto-insurance-protection.com	\$26.18	1,170,000.00	-	11	-
Both	wwwcarinsurancecom.com	\$26.17	2,110,000.00	1,900	11	297
Both	quoteonautoinsurance.net	\$26.14	175,000.00	590	11	584
Both	cheapinsuranceforteens.com	\$26.06	726,000.00	140	11	46
Both	quickquoteacarinsurance.com	\$25.75	19,300.00	91	11	443
Both	best-car-insurance-rate.com	\$25.58	13,400.00	1,600	11	23
Both	cheapest--auto--insurance.com	\$25.53	945,000.00	12,100	11	365,000
Both	quoteacarinsuranceonline.com	\$25.44	16,700,000.00	16	11	4,050
Both	carinsuranceforolderdrivers.com	\$25.11	24,400.00	140	11	3
Both	shopforcarinsurance.com	\$25.10	568,000.00	590	11	60
Both	california-car-insurance.com	\$25.09	535,000.00	8,100	11	9,940,000
Both	autoinsur.org	\$24.92	495,000.00	390	11	12,100
Both	2ndcarinsurance.com	\$24.73	27,900.00	12	11	33
Both	car--insurance-quote.com	\$24.39	5,610,000.00	110,000	11	8,670,000
Both	affordable--auto--insurance.com	\$24.30	3,030,000.00	12,100	11	112,000
Both	carinsuranceforfemaledrivers.com	\$24.07	19,100.00	1,000	11	5
Both	carinsuranceautoquote.com	\$23.99	67,000.00	1,000	0	299
Both	cheapcarinsuranceforgirls.com	\$23.95	364,000.00	880	11	2,090
Both	low--cost--auto--insurance.com	\$23.51	887,000.00	18,100	11	-
Both	homeowners--insurance--quotes.com	\$23.51	738,000.00	12,100	11	163,000
Both	autoinsurancelowcost.com	\$23.51	58,900.00	46	11	1,190
Both	auto-insurance-comparison.com	\$23.41	507,000.00	9,900	11	115,000
Both	washingtonautomobileinsurance.com	\$23.18	37,000.00	73	11	651
Both	canadianinsurancequote.com	\$22.64	49,200.00	28	11	3,740
Both	cheap--insurance--quotes.com	\$22.59	535,000.00	8,100	11	-
Both	cheapestinsurancequote.com	\$22.46	398,000.00	590	11	174
Both	insurance-quote-online.com	\$22.27	1,690,000.00	3,600	11	756,000
Both	autoinsuranceratequotes.com	\$22.06	210,000.00	1,600	11	1,090
Both	affordable--car--insurance.com	\$21.96	1,350,000.00	12,100	11	-
Both	rvinsurance.info	\$21.92	2,030,000.00	12,100	11	-
Both	rv-insurance.net	\$21.92	2,030,000.00	12,100	11	412,000
Both	cheap--auto--insurance.com	\$21.80	8,230,000.00	165,000	11	2,450,000
Both	cheapcarinsuranceewdriver.com	\$21.75	336,000.00	110	11	1,160
Both	auto-insurance-high-risk.com	\$21.69	26,900.00	590	11	31
Both	autoinsurancehighrisk.com	\$21.69	26,900.00	590	11	2,780
Both	comparecheapcarinsurance.net	\$21.15	171,000.00	1,900	0	241
Both	best-auto-insurance-rate.com	\$21.09	181,000.00	1,900	11	34,800

Both	cheapwholelifeinsurance.com	\$20.90	132,000.00	1,900	11	503
Both	compare-insurance-quotes.com	\$20.87	739,000.00	110,000	11	301,000
Both	life-insurance-rates.com	\$20.82	353,000.00	22,200	0	668,000
Both	lifeinsurancecomparequotes.com	\$20.79	15,600.00	46	11	35
Both	quotesinsure.com	\$20.76	15,600.00	46	11	1,330
Both	baddriverautoinsurance.com	\$20.70	81,400.00	110	11	39
Both	buyinsurance.co	\$20.67	2,390,000.00	4,400	11	11,300
Both	low--cost--car--insurance.com	\$20.66	599,000.00	14,800	11	212,000
Both	compare--life--insurance.com	\$20.46	805,000.00	18,100	11	-
Both	autoinsuranceinmissouri.com	\$20.46	35,700.00	480	11	398
Both	term--life--insurance.com	\$20.08	9,190,000.00	110,000	11	1,770,000
Both	www-autoinsurance.com	\$19.93	123,000.00	210	11	16,000
Both	insuranceforcar.info	\$19.88	2,990,000.00	6,600	11	4,110
Both	carinsuranceteenagers.com	\$19.77	567,000.00	58	11	505
Both	high--risk--car--insurance.com	\$19.39	142,000.00	2,400	11	-
Both	autoinsuranceforteen.com	\$19.37	158,000.00	210	11	60
Both	wwwcarinsurance.net	\$19.36	15,300,000.00	1,300	11	10,100
Both	autoinsurancewisconsin.com	\$19.30	204,000.00	880	11	712
Both	budget--auto--insurance.com	\$19.15	504,000.00	480	0	-
Both	new--driver--insurance.com	\$19.12	45,400.00	2,400	11	-
Both	life-insurance-online.com	\$19.02	960,000.00	6,600	11	268,000
Both	newdriverscarinsurance.com	\$18.99	313,000.00	590	11	36
Both	boat---insurance.com	\$18.90	4,290,000.00	14,800	11	9,000,000
Both	insuranceratesforteenagers.com	\$18.90	350,000.00	260	11	172
Both	autoinsurancediscount.net	\$18.83	2,570,000.00	1,900	11	1,970
Both	discount--auto--insurance.com	\$18.83	736,000.00	9,900	11	273,000
Both	autoinsuranceusa.org	\$18.67	160,000.00	1,300	11	3,580
Both	oregonautomobileinsurance.com	\$18.59	34,800.00	110	11	594
Both	carinsurancedeal.net	\$18.38	471,000.00	590	11	899
Both	truck--insurance--quotes.com	\$18.37	205,000.00	2,400	11	-
Both	independentautoinsurance.com	\$18.13	784,000.00	46	11	43
Both	home--owners--insurance.com	\$17.74	387,000.00	27,100	11	-
Both	driverautoinsurance.com	\$17.72	1,220,000.00	36	11	7,700
Both	compare--boat--insurance.com	\$17.72	101,000.00	58	11	-
Both	discount--insurance.com	\$17.69	254,000.00	2,900	11	376,000
Both	motorcycle--insurance.com	\$17.66	6,700,000.00	90,500	11	2,070,000
Both	firsttimedriverinsurance.com	\$17.56	118,000.00	880	11	2,470
Both	autoinsurancecompaniesonline.com	\$17.50	125,000.00	46	11	2,220
Both	autolawyer.co	\$17.47	156,000.00	2,400	11	1,850
Both	insurancecompaniesquotes.com	\$17.42	258,000.00	1,300	11	458
Both	teen-auto-insurance.com	\$17.30	426,000.00	2,900	11	79,900
Both	insurancebrokeronline.com	\$17.20	504,000.00	12	11	68
Both	homeandcontentinsurance.com	\$16.77	2,120.00	1,300	11	1,660
Both	businesssinsurance.com	\$16.73	1,420.00	12	11	866
Both	youngdriversinsurance.org	\$16.62	187,000.00	18,100	11	758
Both	insuranceforbaddrivers.com	\$16.33	451,000.00	46	11	154
Both	californiaautoinsurancecomparison.com	\$16.22	533,000.00	12	11	234
Both	homeowners--insurance.com	\$16.16	14,100,000.00	49,500	11	14,300,000
Both	multiple-insurance-quotes.com	\$16.00	819,000.00	720	11	1,340,000
Both	low-cost-insurance-quotes.com	\$15.84	1,030,000.00	46	11	3,070,000
Both	health--insurance.com	\$15.67	100,000,000.00	201,000	11	54,700,000
Both	home---insurance.com	\$15.64	26,100,000.00	110,000	11	-
Both	insuranceforteendrivers.com	\$15.62	1,110,000.00	320	11	10
Both	cheapestcarinsuranceforyoungdrivers.com	\$15.49	646,000.00	3,600	11	161
Both	automobileautoinsurance.com	\$15.46	6,120.00	12	11	33
Both	vehicleinsurancediscounts.com	\$15.39	14,300,000.00	58	11	2
Both	insuranceforhighriskdrivers.com	\$14.97	311,000.00	320	11	48
Both	auto-insurance-company.com	\$14.86	1,750,000.00	22,200	11	9,990,000
Both	autocompanyinsurance.com	\$14.86	157,000.00	170	11	213
Both	compare-homeowners-insurance.com	\$14.77	52,800.00	880	11	16
Both	wisconsinautomobileinsurance.com	\$14.63	19,000.00	170	11	484
Both	healthinsuranceoffices.com	\$14.53	402,000.00	28	11	88
Both	highriskautomobileinsurance.com	\$14.53	4,240.00	720	11	2,110
Both	compare-motorcycle-insurance.com	\$14.51	433,000.00	1,900	0	521,000
Both	wwwautoinsurance.net	\$14.36	7,150,000.00	170	11	17,000
Both	vehicleinsurancecoverage.com	\$14.30	8,380,000.00	390	11	38
Both	umbrella-insurance-quotes.com	\$14.13	415,000.00	110	11	-
Both	georgiaautomobileinsurance.com	\$14.13	61,500.00	210	11	592
Both	atoinsurance.com	\$13.86	32,100.00	170	11	1,500
Both	automotorcycleinsurance.com	\$13.85	62,700.00	320	11	566
Both	cheaptteenautoinsurance.com	\$13.75	34,200.00	260	11	2,950
Both	needautoinsurance.info	\$13.73	9,930,000.00	480	11	264
Both	renters--insurance.com	\$13.70	7,990,000.00	74,000	6	2,120,000
Both	virginiainsurancecompanies.com	\$13.24	12,500.00	170	11	22
Both	stateautoins.com	\$12.98	655,000.00	110	11	283
Both	car--insurance--deals.com	\$12.96	347,000.00	2,400	11	-
Both	teen--driver--insurance.com	\$12.84	609,000.00	590	11	-
Both	insurance--for--motorcycles.com	\$12.84	501,000.00	880	11	-
Both	pet--insurance.com	\$12.76	10,400,000.00	165,000	11	2,260,000
Both	californiainsurancerates.com	\$12.61	120,000.00	590	11	97
Both	compare-cat-insurance.com	\$12.43	128,000.00	480	11	189,000

Both	insurance--for--cars.com	\$12.29	640,000.00	1,900	11	-
Both	business--insurance.com	\$12.26	11,400,000.00	90,500	11	3,940,000
Both	insuranceforvehicle.com	\$12.22	84,500.00	390	0	23,100
Both	commercial--liability--insurance.com	\$12.08	170,000.00	4,400	11	-
Both	baddriverinsurance.net	\$12.03	228,000.00	480	11	77
Both	lowcostbusinessinsurance.com	\$11.62	14,400.00	46	11	482
Both	compareumbrellainsurance.com	\$11.60	38,700.00	-	8	603
Both	low--cost--insurance.com	\$11.57	739,000.00	4,400	11	-
Both	expensiveautoinsurance.com	\$11.35	125,000.00	73	11	44
Both	classic-auto-insurance.com	\$11.32	179,000.00	2,400	11	181,000
Both	ncinsurancecompanies.com	\$11.18	1,870,000.00	260	11	22
Both	guaranteedwholelifeinsurance.com	\$11.10	324,000.00	260	11	2,610
Both	caraccidentinsurance.net	\$11.07	817,000.00	2,400	0	9,970
Both	boatinsuranceprice.com	\$10.98	113,000.00	12	11	73
Both	washingtoninsurancecompanies.com	\$10.68	11,600.00	110	11	25
Both	insurancecompanies.co	\$10.67	10,400,000.00	90,500	11	-
Both	www--insurance.com	\$10.60	2,200,000.00	260	11	-
Both	tarvelinsurance.com	\$10.53	33,600,000.00	91	11	5,320
Both	cheap--insurance.com	\$10.31	3,670,000.00	49,500	11	1,790,000
Both	healthinsurancefreequotes.com	\$10.29	1,220,000.00	480	11	16,000
Both	insurance--for--trucks.com	\$10.24	280,000.00	880	0	-
Both	compare--pet--insurance.com	\$10.21	261,000.00	12,100	11	-
Both	cheap--car--insurance.com	\$9.93	845,000.00	301,000	44	3,840,000
Both	car-insurance-cheap.com	\$9.93	629,000.00	2,400	11	392,000
Both	insurancecarvalue.com	\$9.85	478,000.00	320	11	29
Both	condohomeinsurance.com	\$9.74	592,000.00	210	11	174
Both	comprehensiveautoinsurancecoverage.com	\$9.71	20,400.00	720	11	410
Both	2ndhomeinsurance.com	\$9.62	381,000.00	91	11	49
Both	safe-driver-insurance.com	\$9.57	361,000.00	260	11	33
Both	boat--insurance--quote.com	\$9.47	494,000.00	4,400	0	-
Both	boat--insurance.com	\$9.46	4,290,000.00	33,100	11	1,580,000
Both	wisconsininsurancecompanies.com	\$9.18	8,410.00	260	11	38
Both	compare-dog-insurance.com	\$9.09	204,000.00	1,900	11	505,000
Both	georgiainsurancecompanies.com	\$9.02	13,800.00	260	11	40
Both	utahinsurancecompanies.com	\$8.85	291,000.00	170	11	10
Both	pennsylvaniainsurancecompanies.com	\$8.77	8,820.00	73	11	9
Both	oklahomainsurancecompanies.com	\$8.76	9,000.00	260	11	35
Both	pet-medical-insurance.com	\$8.72	66,900.00	4,400	11	8,410
Both	arizonainsurancecompanies.com	\$8.71	21,700.00	320	11	9
Both	comprehensivevehicleinsurance.com	\$8.67	192,000.00	260	11	930
Both	georgialiabilityinsurance.com	\$8.46	120,000.00	170	11	1,550
Both	alabamainsurancecompanies.com	\$8.31	638,000.00	390	11	143
Both	indianainsurancecompanies.com	\$7.88	8,320.00	91	11	41
Both	iowainsurancecompanies.com	\$7.84	503,000.00	210	11	10
Both	idahoinsurancecompanies.com	\$7.77	306,000.00	28	11	35
Both	disability--insurance.com	\$7.71	8,980,000.00	33,100	11	8,650,000
Both	illinoisbusinessinsurance.com	\$7.44	123,000.00	140	11	49
Both	vehicleinsuranceprice.com	\$7.34	7,320,000.00	170	11	343
Both	vacation--insurance.com	\$7.29	154,000.00	2,900	0	-
Both	compare-renters-insurance.com	\$6.84	416,000.00	480	0	252,000
Both	insuranceinkansas.com	\$6.54	993,000.00	140	11	43
Both	nevadainsurancecompany.com	\$6.49	442,000.00	170	11	9
Both	kansasinsurancecompanies.com	\$6.49	387,000.00	91	11	34
Both	minnesotaautoinsurancequote.com	\$6.41	407,000.00	320	11	607
Both	tennesseeaautomobileinsurance.com	\$6.37	10,900.00	91	11	576
Both	18-wheeler-insurance.com	\$5.94	32,000.00	140	11	14
Both	travel--insurance.com	\$5.73	35,100,000.00	823,000	11	9,150,000
Both	vehicleaccidentinsurance.net	\$5.62	835,000.00	590	11	203
Both	pet-liability-insurance.com	\$4.45	14,900.00	390	11	31,300
Both	disability-insurance-brokers.com	\$4.42	20,500.00	480	11	-
Both	flood-insurance-coverage.com	\$4.16	239,000.00	880	11	-
Both	heavy-equipment-insurance.com	\$2.63	57,800.00	170	0	-
Both	insurancecoveragefor.com	\$0.10	76,100,000.00	22	11	762
Both	racingcarinsurance.com	\$0.05	16,500,000.00	46	11	50
Both	truckinsurancebrokers.com	\$0.05	10,700,000.00	260	11	36
Both	cheapcarinsurancepolicy.com	\$0.05	4,490,000.00	1,000	11	237
Both	getfreeautoinsurancequotes.com	\$0.05	4,460,000.00	720	11	380
Both	compareautoinsuranceonline.com	\$0.05	2,690,000.00	28	11	1,330
Both	boatinsurancecomparison.com	\$0.05	2,150,000.00	58	11	9
Both	budgetinsurancequotes.net	\$0.05	1,980,000.00	36	11	36
Both	ncautoinsurancequote.com	\$0.05	1,340,000.00	91	11	29
Both	autocarinsurancecompanies.com	\$0.05	977,000.00	91	11	123,000
Both	bestcarsurence.com	\$0.05	970,000.00	91	11	354
Both	carinsuranceforarizona.com	\$0.05	834,000.00	28	11	-
Both	bestonlineautoinsurance.com	\$0.05	830,000.00	36	11	1,480
Both	vehicleinsuranceprices.com	\$0.05	681,000.00	260	11	1,280
Both	cheapcarinsuranceforteens.com	\$0.05	600,000.00	390	11	551
Both	cheapcarinsuranceguide.com	\$0.05	512,000.00	-	11	528
Both	suvininsurancequotes.com	\$0.05	498,000.00	(1)	11	44
Both	rvinsuranceprices.com	\$0.05	454,000.00	46	11	1
Both	boatinsuranceinflorida.com	\$0.05	364,000.00	73	11	58

Both	cheapautoinsuranceforteens.com	\$0.05	357,000.00	260		11	2,890
Both	rvinsuranceprice.com	\$0.05	347,000.00	22		11	38
Both	rvautoinsurance.com	\$0.05	337,000.00	140		11	327
Both	autoinsurancelasvegasmv.com	\$0.05	290,000.00	210		11	-
Both	lowestcostautoinsurance.com	\$0.05	279,000.00	390		11	1,880
Both	teenautocoverage.com	\$0.05	232,000.00	-		11	-
Both	budgetautoinsurancequotes.net	\$0.05	228,000.00	-		11	35
Both	virginiaautomobileinsurancequotes.com	\$0.05	222,000.00	-		11	28
Both	compare--liability--insurance.com	\$0.05	192,000.00	320		11	-
Both	floridaautomobileinsurancequotes.com	\$0.05	164,000.00	(1)		11	42
Both	carinsurancepermonth.com	\$0.05	142,000.00	260		11	36
Both	compare-property-insurance.com	\$0.05	115,000.00	140		11	-
Both	teenautomobileinsurance.com	\$0.05	94,700.00	28		11	1,250
Both	insuranceforbaddriver.com	\$0.05	89,200.00	-		11	1
Both	carinsurancepremiumcalculator.com	\$0.05	77,900.00	1,300		0	3,700
Both	nevadaautomobileinsurancequotes.com	\$0.05	41,100.00	-		11	-
Both	insuranceforrvs.com	\$0.05	16,200.00	110		11	46
Both	carinsurance4less.com	\$0.05	11,800.00	-		11	268
Both	newyorkautomobileinsurancequotes.com	\$0.05	5,510.00	-		0	78
Both	northcarolinaautomobileinsurancequotes.com	\$0.05	9.00	-		11	-
Both	coloradoautomobileinsurancequotes.com	\$0.05	6.00	-		0	7
Both	disabilityinsurnace.com	\$0.05	-	-		0	202
Both	teenagerautomobileinsurance.com	\$0.05	-	-		0	-
Both	quoteforboatinsurance.com	\$0.05	-	-		0	-
Both	compare-rv-insurance.com	\$0.05	-	36		0	-
Both	truckinsuranceestimate.com	\$0.05	-	16		0	-
Both	car-insurance-protection.com	\$0.00	17,100,000.00	-		11	-
Both	newjerseyautoinsurancecomparison.com	\$0.00	1,650,000.00	-		11	-
Both	high-risk-auto-coverage.com	\$0.00	1,110,000.00	-		11	-
Both	lowriskautoinsurance.com	\$0.00	1,030,000.00	-		11	481
Both	cheapcarinsuranceee.com	\$0.00	944,000.00	-		11	1,540
Both	cheapautoinsuranceestimates.com	\$0.00	892,000.00	-		11	-
Both	floodinsuranceprotection.com	\$0.00	769,000.00	-		11	201
Both	carinsuranceforcars.com	\$0.00	311,000.00	12		11	4
Both	kentuckyautomobileinsurancequotes.com	\$0.00	130,000.00	-		10	-
Both	cheapautoinsuranceteens.com	\$0.00	114,000.00	-		11	58
Both	cabotatinsurance.com	\$0.00	86,600.00	-		11	55
Both	familyautoinsurancequotes.com	\$0.00	69,300.00	-		11	9
Both	insurancecarz.com	\$0.00	68,300.00	-		11	116
Both	ohioautoinsurancecomparison.com	\$0.00	31,200.00	-		11	-
Both	southcarolinaautomobileinsurancequotes.com	\$0.00	26,700.00	-		10	-
Both	texcarinsurance.com	\$0.00	24,800.00	-		11	1,660
Both	eighteenwheelerinsurance.com	\$0.00	9,710.00	-		11	-
Both	cyclistsinsurance.com	\$0.00	5,050.00	16		1	12,400
Both	insuranceforsuvs.com	\$0.00	3,400.00	-		10	-
Both	southcarolinaautoinsurancecomparison.com	\$0.00	10.00	-		11	-
Both	norcalautoinsurance.com	\$0.00	7.00	-		11	7
Both	northcarolinaautoinsurancecomparison.com	\$0.00	7.00	-		11	-
Both	marylandautomobileinsurancequotes.com	\$0.00	5.00	-		11	-
Both	texasautoinsurancecomparerates.com	\$0.00	4.00	-		11	-
Both	californiaautoinsurancecomparerates.com	\$0.00	1.00	-		11	-
Both	virginiaautomobileinsurancequotes.com	\$0.00	1.00	-		10	-
Both	newyorkautoinsurancecomparerates.com	\$0.00	1.00	-		11	-
Both	flarvinsurance.com	\$0.00	-	-		0	34
Both	texautomobileinsurancequotes.com	\$0.00	-	-		11	-
Both	18wheelerinsurancequote.com	\$0.00	-	-		0	-
Both	car---insurance--quotes.com	\$0.00	-	-		0	-
Both	cheapest---auto---insurance.com	\$0.00	-	-		0	-
Both	compare---insurance.com	\$0.00	-	-		0	-
Both	high-risk-car-coverage.com	\$0.00	-	-		0	-
Both	insurance---quote.com	\$0.00	-	-		0	-
Both	norcalcarinsurance.com	\$0.00	-	-		0	-
Both	pet---insurance.com	\$0.00	-	-		0	-
Both	quotefortruckinsurance.com	\$0.00	-	-		0	-
Both	renters---insurance.com	\$0.00	-	-		0	-
Both	teenautoprotection.com	\$0.00	-	-		0	-
Both	teencarprotection.com	\$0.00	-	-		0	-
Both	vehicileinsurance.com	\$0.00	-	-		0	-
Both	northcarolinarvinsurance.com	\$0.00	-	-		0	37
Both	texasautoinsurancebestquotes.com	\$0.00	-	-		11	-
Both	cheapestteeninsurance.com	\$0.00	-	-		0	-
Both	auto---insurance---quotes.com	\$0.00	-	-		0	-
Both	cheapautoinsuranceestimate.com	\$0.00	-	-		0	-
Both	cheapest---car---insurance.com	\$0.00	-	-		0	-
Both	farm---insurance.com	\$0.00	-	-		0	-
Both	highriskfloodinsurance.com	\$0.00	-	-		0	-
Both	motorcycle---insuranc.com	\$0.00	-	-		0	-
Both	offroadvehicleinsurancequote.com	\$0.00	-	-		0	-
Both	quoteforrvinsurance.com	\$0.00	-	-		0	-
Both	quotesfortrunkinsurance.com	\$0.00	-	-		0	-
Both	rvinsuranceinflorida.com	\$0.00	-	-		0	-

Both	teencarinsurancecoverage.com	\$0.00	-	-	0	-
Both	truck---insurance.com	\$0.00	-	-	0	-
Both	onlinecarinsurancepremiumcalculator.com	\$0.00	-	28	0	-
<b>Monthly Totals</b>		<b>\$5,481.58</b>	<b>963,119,393</b>	<b>4,818,722</b>	<b>&lt;= Per month</b>	<b>3,184</b>
<b>Daily Totals</b>			<b>31,068,368</b>	<b>155,443</b>	<b>&lt;= Per day</b>	<b>7,315,823</b>
<b>Domain (data as of 12/7/22)</b>		Avg \$ CPC (what the current going PPC rate is for this domain per Google showing real value by advertisers) The IMM tactic would mostly replace this cost with unlimited clicks per month*	Search Results Phrase (SERP) per month	Avg Search Volume (exact match) per month*		Search (paid) Ads Phrase Average per page
Domains with a CPC\$ value shown by Google (cost per click Google would charge) (Some of the new and stunning domains do not yet show a value.)		\$19.51	!!!!!!	\$2 is a good CPC\$		
All domains average on Google including domains showing \$0.00 CPC.		\$16.31	!!!!!!	\$2 is a good CPC\$		
Average # of adds per Google (11 is the max)		This "proves" these domains are actually in demand by real PPC paying			9.50	<== Huge!!!!
Domain	Avg Cost Per Click CPC\$ rate set by Google advertisers (says the same)	Search Results Phrase (SERP) + other search engines per month	Avg Exact Match Search Volume + other search engines per month		Search Ads Phrase	Search Results Sld + other search engines per month
As of December of 2022 per Oberlo.com, Google now has 92% of the organic search market in the world. Adding Bing and Yahoo traffic for accuracy. Only Google search data is available worldwide. This shows the interpolated up-lift from Bing, Yahoo and other search engines with 8% addition to account for the searches per the chart above. Consider this a 8% ROAS and ROI bonus!	\$5,481.58	1,040,168,944	5,204,220	Per month	Unknown but most likely similar	244,933,756
	<b>Per day ==&gt;</b>	<b>34,171,122</b>	<b>170,966</b>	<b>&lt;== Per Day ==&gt;</b>		<b>8,046,444</b>

## How do hypens affect search?

## Is Your new best friend (BFF) now a "hypen"?

CarInsurance.com was the most expensive domain ever sold at \$47 million dollars in 2010. As of 11/12/19, Car---Insurance.com has the same SERP (Phrase Search) at 89.1 million searches per month, 834,520 exact match searches per month (2.5 million less than carinsurance.com), but a higher Cost Per Click (CPC\$).

Hypen Example using real data:

DOMAIN	APPRAISAL	SERP	ALEXA	OVT	SEARCHES	CPC	REGISTRAR
I carinsurance.com car insurance	\$ 1.3M	89.1M	116.3K	643	3.4M	\$14.82	NETWORK SOLUTIONS PRIVATE
I car---insurance.com car insurance	\$ 0	89.1M	0	-	841.3K	\$66.70	GODADDY MIKE DUNN

Also included is car---insurance.com in the full list

	Appraisal	SERP	Exact Match Searches	CPC \$
carinsurance.com	\$1,900,000	72,900,000 serches per month	1,200,000 per month	\$32.76
Car---insurance.com (included in the full list)	Included!!!	72,900,000 serches per month	110,000 per month	\$71.65

## Insurance Marketing Multiplier Data From GoDaddy.com

### 25 most expensive domain names publicly reported

Here are the 25 most expensive domain names publicly reported.

Note: three of the top seven sales in history are insurance domains.

1. CarInsurance.com — \$49.7 million
2. Insurance.com — \$35.6 million
3. VacationRentals.com — \$35 million
4. PrivateJet.com — \$30.18 million
5. Internet.com — \$18 million
6. 360.com — \$17 million
7. Insure.com — \$16 million

8. Fund.com — £9.99 million
9. Sex.com — \$14 million*
10. Sex.com — \$13 million
11. Hotels.com — \$11 million
12. Porn.com — \$9.5 million
13. Shoes.com — \$9 million
14. Porno.com — \$8.8 million
15. Fb.com — \$8.5 million
16. We.com — \$8 million
17. Business.com — \$7.5 million
18. Diamond.com — \$7.5 million
19. Beer.com — \$7 million
20. Z.com — \$6.8 million
21. iCloud.com — \$6 million
22. Israel.com — \$5.8 million
23. Casino.com — \$5.5 million
24. Slots.com — \$5.5 million
25. Toys.com — \$5.1 million

**More info for scale of this program (further proves the stunning value of this program)**

On 11/11/19 compareinsurance.com was purchased at a GoDaddy auction for \$23,350, per namebio.com

Here are the stats comparing a single insurance domain that sold for \$23,350 vs. the full IMM profolio	CPC \$	Phrase Match seaches per month	Exact Match searches per month	Ads Phrase match	Search Results SLD
	\$33.14	203,000	12,100	11	673,000
<i>Google's traffic multiplied by a factor of 1.25 to interpolate to include the Bing, Yahoo and other traffic. That is REAL traffic that that you would have access to and needs to be counted to be accurate.</i>	NA	1.25	1.25	NA	1.25
=====					
<b>Numbers for \$23,350 auction sale for one insurance domain on 11/11/19</b>	\$33.14	253,750.00	15,125.00	11	841,250.00
<b>Insurance Marketing Multiplier's numbers (included Bing and Yahoo #s)</b>	\$5,481.58	1,040,168,944	5,204,220	9.50	244,933,756
	CPC \$	Phrase Match seaches per month	Exact Match searches per month	Ads Phrase match	Search Results SLD
<b>Compareinsurance.com %</b>	0.605%	0.024%	0.291%		0.343%
<b>Insurance Marketing Multiplier %</b>	100.00%	100.00%	100.00%		100.00%

\* The sex.com domain name sold twice — Once in 2005 for \$14 million and again in 2010 for \$13 million.

**Contact to set up a call: Mike Dunn | 704-408-8050 | [mike@insurancemarketingmultiplier.com](mailto:mike@insurancemarketingmultiplier.com)**

Copyright 2022, Mike Dunn - Mutual Fund Marketing Services, LLC