



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 B. If you see the value in either of these lists, make an offer. This is List B. You can acquire List-A, List B or (if your company is a high roller) get both. Your company will be in a great position to win organic search in 2023 - 2028.

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
"Monthly" Totals for the below retail Insurance Portfolio ** (as of 12/7/22) Estibot via Google's data	\$2,708.79	468,122,495	2,298,665	<= Per month 1,562	136,601,038
Average Per Day	Per day ==>	15,100,726	74,150	<= Per day	Per day ==> 4,406,485
Average CPC \$ (Cost Per Click) of just the Domains with a CPC\$ data ****	\$9.64	<= stunning #	\$2.00 is a good CPC\$		
Average CPC \$ of All domains in the Portfolio ****	\$8.06	<= stunning #	\$2.00 is a good CPC\$		
Average # of adds per Google (11 is the max) ****	<i>These numbers prove these domains are in demand by real insurance advertisers. If you get this list you do not share these clicks, opt ins, nor</i>			4.66	<= stunning #
"Gross Profit" per median auto policy sale after commissions per industry averages *****	\$302.62				
Gross Profit per median auto sale after commissions per industry averages when a life and other P&C policies are up sold to the same new customer *****	\$907.86				
Bonus!!!! Googles search marketshare is 92% in 2022 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.	\$2,708.79	505,572,295	2,482,558	Unknown but most likely similar	147,529,121
	Per day ==>	16,608,814	81,556		4,846,555

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

List 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
B	luxury-auto-insurance.com	\$124.01	30,900.00	-	7	-
B	discountsforautoinsurance.com	\$73.77	-	46	0	-
B	carinsurancequotesmaryland.com	\$71.53	328,000.00	110	11	307
B	car---insurance.com	\$66.70	89,100,000.00	673,000	11	28,300,000
B	carinsuranceiniowa.com	\$64.62	660,000.00	46	11	169
B	findthebestcarinsurance.com	\$62.64	1,470,000.00	36	11	31
B	cheapautomobileinsurancequotes.net	\$58.97	94,300.00	22	11	84
B	cheap---insurance.com	\$46.65	3,670,000.00	27,100	11	4,870,000
B	offroadvehicleinsurance.net	\$44.83	1,040,000.00	73	11	304
B	carinsuranceestimatesonline.com	\$39.76	194,000.00	210	11	51
B	compare-auto-insurance-rates.com	\$36.31	359,000.00	6,600	11	123,000
B	lowratescarinsurance.com	\$35.67	13,400.00	170	11	6,990
B	wwwinsurancecompanies.com	\$35.11	22,400,000.00	16	11	232

B	vehiclecarinsurance.com	\$34.67	76,400.00	36		11	128
B	carinsuranceinbaltimore.com	\$34.32	31,200.00	28		11	609
B	carinsuranceinnc.com	\$33.96	13,300.00	260		11	48
B	compare--auto--insurance.com	\$33.46	4,130,000.00	12,100		11	434,000
B	inexpensive-car-insurance.com	\$33.16	789,000.00	4,400		11	665,000
B	instantquotecarinsurance.com	\$32.79	707,000.00	590		11	40
B	cheapcarinsuranceca.com	\$31.98	115,000.00	480		0	50
B	inexpensive-auto-insurance.com	\$31.86	584,000.00	3,600		11	93,200
B	auto--insurance--quote.com	\$31.52	4,740,000.00	201,000		11	2,350,000
B	truckinsuranceprices.com	\$31.01	407,000.00	12		11	-
B	insurancecarquotes.org	\$30.47	122,000.00	1,600		11	624
B	insurancequoteoncar.com	\$29.05	197,000.00	36		11	34
B	newjerseyautoinsurancequotes.com	\$28.49	1,020,000.00	1,600		11	772
B	automobile--insurance--quotes.com	\$28.12	392,000.00	5,400		0	65,000
B	compare-insurance-rates.com	\$27.51	319,000.00	3,600		11	326,000
B	life--insurance--quotes.com	\$26.67	4,660,000.00	90,500		11	1,050,000
B	discount--car--insurance.com	\$26.61	875,000.00	12,100		11	-
B	carinsurancecompare.net	\$26.55	729,000.00	9,900		11	32,100
B	wwwcarinsurancecom.com	\$26.17	2,110,000.00	1,900		11	297
B	cheapinsuranceforteens.com	\$26.06	726,000.00	140		11	46
B	best-car-insurance-rate.com	\$25.58	13,400.00	1,600		11	23
B	quotecarinsuranceonline.com	\$25.44	16,700,000.00	16		11	4,050
B	shopforcarinsurance.com	\$25.10	568,000.00	590		11	60
B	autoinsur.org	\$24.92	495,000.00	390		11	12,100
B	car--insurance--quote.com	\$24.39	5,610,000.00	110,000		11	8,670,000
B	carinsuranceforfemaledrivers.com	\$24.07	19,100.00	1,000		11	5
B	cheapcarinsuranceforgirls.com	\$23.95	364,000.00	880		11	2,090
B	homeowners--insurance--quotes.com	\$23.51	738,000.00	12,100		11	163,000
B	auto-insurance-comparison.com	\$23.41	507,000.00	9,900		11	115,000
B	canadianinsurancequote.com	\$22.64	49,200.00	28		11	3,740
B	cheapestinsurancequote.com	\$22.46	398,000.00	590		11	174
B	autoinsuranceratequotes.com	\$22.06	210,000.00	1,600		11	1,090
B	rv-insurance.net	\$21.92	2,030,000.00	12,100		11	412,000
B	cheap--auto--insurance.com	\$21.80	8,230,000.00	165,000		11	2,450,000
B	autoinsurancehighrisk.com	\$21.69	26,900.00	590		11	2,780
B	comparecheapcarinsurance.net	\$21.15	171,000.00	1,900		0	241
B	cheapwholelifeinsurance.com	\$20.90	132,000.00	1,900		11	503
B	life-insurance-rates.com	\$20.82	353,000.00	22,200		0	668,000
B	quotesinsure.com	\$20.76	15,600.00	46		11	1,330
B	buyinsurance.co	\$20.67	2,390,000.00	4,400		11	11,300
B	compare-life-insurance.com	\$20.46	805,000.00	18,100		11	-
B	term--life--insurance.com	\$20.08	9,190,000.00	110,000		11	1,770,000
B	insuranceforcar.info	\$19.88	2,990,000.00	6,600		11	4,110
B	high--risk--car--insurance.com	\$19.39	142,000.00	2,400		11	-
B	wwwcarinsurance.net	\$19.36	15,300,000.00	1,300		11	10,100
B	budget--auto--insurance.com	\$19.15	504,000.00	480		0	-
B	life-insurance-online.com	\$19.02	960,000.00	6,600		11	268,000
B	boat--insurance.com	\$18.90	4,290,000.00	14,800		11	9,000,000
B	autoinsurancediscount.net	\$18.83	2,570,000.00	1,900		11	1,970
B	autoinsuranceusa.org	\$18.67	160,000.00	1,300		11	3,580
B	carinsurancedeal.net	\$18.38	471,000.00	590		11	899
B	independentautoinsurance.com	\$18.13	784,000.00	46		11	43
B	driverautoinsurance.com	\$17.72	1,220,000.00	36		11	7,700
B	discount--insurance.com	\$17.69	254,000.00	2,900		11	376,000
B	firsttimedriverinsurance.com	\$17.56	118,000.00	880		11	2,470
B	autolawyer.co	\$17.47	156,000.00	2,400		11	1,850
B	teen-auto-insurance.com	\$17.30	426,000.00	2,900		11	79,900
B	homeandcontentinsurance.com	\$16.77	2,120.00	1,300		11	1,660
B	youngdriversinsurance.org	\$16.62	187,000.00	18,100		11	758
B	californiaautoinsurancecomparison.com	\$16.22	533,000.00	12		11	234
B	multiple-insurance-quotes.com	\$16.00	819,000.00	720		11	1,340,000
B	health---insurance.com	\$15.67	100,000,000.00	201,000		11	54,700,000
B	insuranceforteendivers.com	\$15.62	1,110,000.00	320		11	10
B	automobileautoinsurance.com	\$15.46	6,120.00	12		11	33
B	insuranceforhighriskdrivers.com	\$14.97	311,000.00	320		11	48
B	autocompanyinsurance.com	\$14.86	157,000.00	170		11	213
B	wisconsinautomobileinsurance.com	\$14.63	19,000.00	170		11	484
B	highriskautomobileinsurance.com	\$14.53	4,240.00	720		11	2,110
B	wwwautoinsurance.net	\$14.36	7,150,000.00	170		11	17,000
B	umbrella-insurance-quotes.com	\$14.13	415,000.00	110		11	-
B	atoinsurance.com	\$13.86	32,100.00	170		11	1,500
B	cheapteensautoinsurance.com	\$13.75	34,200.00	260		11	2,950
B	renters--insurance.com	\$13.70	7,990,000.00	74,000		6	2,120,000
B	stateautoins.com	\$12.98	655,000.00	110		11	283
B	teen--driver--insurance.com	\$12.84	609,000.00	590		11	-
B	pet--insurance.com	\$12.76	10,400,000.00	165,000		11	2,260,000
B	compare-cat-insurance.com	\$12.43	128,000.00	480		11	189,000
B	business--insurance.com	\$12.26	11,400,000.00	90,500		11	3,940,000
B	commercial--liability--insurance.com	\$12.08	170,000.00	4,400		11	-

B	lowcostbusinessinsurance.com	\$11.62	14,400.00	46		11	482
B	low-cost--insurance.com	\$11.57	739,000.00	4,400		11	-
B	classic-auto-insurance.com	\$11.32	179,000.00	2,400		11	181,000
B	guaranteedwholelifeinsurance.com	\$11.10	324,000.00	260		11	2,610
B	boatinsuranceprice.com	\$10.98	113,000.00	12		11	73
B	insurancecompanies.co	\$10.67	10,400,000.00	90,500		11	-
B	tarvelinsurance.com	\$10.53	33,600,000.00	91		11	5,320
B	healthinsurancefreequotes.com	\$10.29	1,220,000.00	480		11	16,000
B	compare--pet--insurance.com	\$10.21	261,000.00	12,100		11	-
B	car-insurance-cheap.com	\$9.93	629,000.00	2,400		11	392,000
B	condohomeinsurance.com	\$9.74	592,000.00	210		11	174
B	2ndhomeinsurance.com	\$9.62	381,000.00	91		11	49
B	boat--insurance--quote.com	\$9.47	494,000.00	4,400		0	-
B	wisconsininsurancecompanies.com	\$9.18	8,410.00	260		11	38
B	georgiainsurancecompanies.com	\$9.02	13,800.00	260		11	40
B	pennsylvaniainsurancecompanies.com	\$8.77	8,820.00	73		11	9
B	pet-medical-insurance.com	\$8.72	66,900.00	4,400		11	8,410
B	comprehensivevehicleinsurance.com	\$8.67	192,000.00	260		11	930
B	alabamainsurancecompanies.com	\$8.31	638,000.00	390		11	143
B	iowainsurancecompanies.com	\$7.84	503,000.00	210		11	10
B	disability--insurance.com	\$7.71	8,980,000.00	33,100		11	8,650,000
B	vehicleinsuranceprice.com	\$7.34	7,320,000.00	170		11	343
B	compare-renters-insurance.com	\$6.84	416,000.00	480		0	252,000
B	nevadainsurancecompany.com	\$6.49	442,000.00	170		11	9
B	minnesotaautoinsurancequote.com	\$6.41	407,000.00	320		11	607
B	18-wheeler-insurance.com	\$5.94	32,000.00	140		11	14
B	vehicleaccidentinsurance.net	\$5.62	835,000.00	590		11	203
B	disability-insurance-brokers.com	\$4.42	20,500.00	480		11	-
B	heavy-equipment-insurance.com	\$2.63	57,800.00	170		0	-
B	racingcarinsurance.com	\$0.05	16,500,000.00	46		11	50
B	cheapcarinsurancepolicy.com	\$0.05	4,490,000.00	1,000		11	237
B	compareautoinsuranceonline.com	\$0.05	2,690,000.00	28		11	1,330
B	budgetinsurancequotes.net	\$0.05	1,980,000.00	36		11	36
B	autocarinsurancecompanies.com	\$0.05	977,000.00	91		11	123,000
B	carinsuranceforarizona.com	\$0.05	834,000.00	28		11	-
B	vehicleinsuranceprices.com	\$0.05	681,000.00	260		11	1,280
B	cheapcarinsuranceguide.com	\$0.05	512,000.00	-		11	528
B	rvinsuranceprices.com	\$0.05	454,000.00	46		11	1
B	cheapautoinsuranceforteens.com	\$0.05	357,000.00	260		11	2,890
B	rvautoinsurance.com	\$0.05	337,000.00	140		11	327
B	lowestcostautoinsurance.com	\$0.05	279,000.00	390		11	1,880
B	budgetautoinsurancequotes.net	\$0.05	228,000.00	-		11	35
B	compare--liability--insurance.com	\$0.05	192,000.00	320		11	-
B	carinsurancepermonth.com	\$0.05	142,000.00	260		11	36
B	teenautomobileinsurance.com	\$0.05	94,700.00	28		11	1,250
B	carinsurancepremiumcalculator.com	\$0.05	77,900.00	1,300		0	3,700
B	insuranceforrvs.com	\$0.05	16,200.00	110		11	46
B	newyorkautomobileinsurancequotes.com	\$0.05	5,510.00	-		0	78
B	coloradoautomobileinsurancequotes.com	\$0.05	6.00	-		0	7
B	compare-rv-insurance.com	\$0.05	-	36		0	-
B	quoteforboatinsurance.com	\$0.05	-	-		0	-
B	cheapcarinsuranceee.com	\$0.00	944,000.00	-		11	1,540
B	cyclistsinsurance.com	\$0.00	5,050.00	16		1	12,400
B	high-risk-auto-coverage.com	\$0.00	1,110,000.00	-		11	-
B	floodinsuranceprotection.com	\$0.00	769,000.00	-		11	201
B	caboatinsurance.com	\$0.00	86,600.00	-		11	55
B	insurancecarz.com	\$0.00	68,300.00	-		11	116
B	norcalautoinsurance.com	\$0.00	7.00	-		11	7
B	newjerseyautoinsurancecomparison.com	\$0.00	1,650,000.00	-		11	-
B	kentuckyautomobileinsurancequotes.com	\$0.00	130,000.00	-		10	-
B	southcarolinaautomobileinsurancequotes.com	\$0.00	26,700.00	-		10	-
B	insuranceforsuvs.com	\$0.00	3,400.00	-		10	-
B	northcarolinaautoinsurancecomparison.com	\$0.00	7.00	-		11	-
B	texasautoinsurancecomparerates.com	\$0.00	4.00	-		11	-
B	newyorkautoinsurancecomparerates.com	\$0.00	1.00	-		11	-
B	northcarolinarvinsurance.com	\$0.00	-	-		0	37
B	texasautoinsurancebestquotes.com	\$0.00	-	-		11	-
B	cheapestteeninsurance.com	\$0.00	-	-		0	-
B	auto---insurance---quotes.com	\$0.00	-	-		0	-
B	cheapautoinsuranceestimate.com	\$0.00	-	-		0	-
B	cheapest---car---insurance.com	\$0.00	-	-		0	-
B	farm--insurance.com	\$0.00	-	-		0	-
B	highriskfloodinsurance.com	\$0.00	-	-		0	-
B	motorcycle---insuranc.com	\$0.00	-	-		0	-
B	offroadvehicleinsurancequote.com	\$0.00	-	-		0	-
B	quoteforrvinsurance.com	\$0.00	-	-		0	-
B	quotesfortrunkinsurance.com	\$0.00	-	-		0	-
B	rvinsuranceinflorida.com	\$0.00	-	-		0	-
B	teencarinsurancecoverage.com	\$0.00	-	-		0	-

B	truck---insurance.com	\$0.00	-	-		0	-
Monthly Totals		\$2,708.79	468,122,495	2,298,665	<= Per month	1,562	136,601,038
Daily Totals			15,100,726	74,150	<= Per day		4,406,485
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
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.)		\$9.64	!!!!	\$2 is a good CPC\$			
All domains average on Google including domains showing \$0.00 CPC.		\$8.06	!!!!	\$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				4.66	<= 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 2021, 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!		\$2,708.79	505,572,295	2,482,558	Per month	Unknown but most likely similar	147,529,121
		Per day ==>	16,608,814	81,556	<= Per Day	==>	4,846,555

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
! carinsurance.com car insurance	\$ 1.3M	89.1M	116.3K	643	3.4M	\$14.82	NETWORK SOLUTIONS PRIVATE
! 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 n	\$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

Numbers for \$23,350 auction sale for one insurance domain on 11/11/19	\$33.14	253,750.00	15,125.00	11	841,250.00
Insurance Marketing Multiplier's numbers (included Bing and Yahoo #s)	\$2,708.79	505,572,295	2,482,558	4.66	147,529,121
	CPC \$	Phrase Match seaches per month	Exact Match searches per month	Ads Phrase match	Search Results SLD
Compareinsurance.com %	1.223%	0.050%	0.609%		0.570%
Insurance Marketing Multiplier %	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](tel:704-408-8050) | mike@insurancemarketingmultiplier.com

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