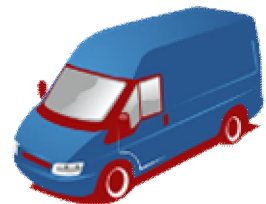




Affiliate Partnership Proposal

Quotezone™ – Providing Independent Insurance

Quote Comparison Solutions since 2005.



INSURANCE COMPARISON SYSTEMS



Blackstaff studios
8-10 Amelia street
Belfast BT2 7GS

Who we are

Seopa Ltd has been helping customers to shop for financial products since incorporation in 2003. In 2005, Seopa Ltd released **Quotezone™ the independent price comparison system** and since that time has helped more than one million UK consumers to compare insurance quotes.

Our systems deliver real time quotations from a wide range of brokers and direct insurers including leading brands such as **Adrian Flux, Budget, Endsleigh, Hastings and Swinton**, plus a variety of smaller niche players.

We have successfully grown our business without the need for outside investment and are currently one of the **UK's leading Independent Price Comparison Websites**.

We are authorised and regulated by the Financial Services Authority for insurance mediation.

What we're offering

This document outlines the opportunities and benefits of entering into an affiliate partnership with Quotezone™. Key benefits:

- ✓ **One of the highest paying commission structures in the UK**
- ✓ **Manage your own account with real time online stats**
- ✓ **Dedicated account managers & IT support staff**

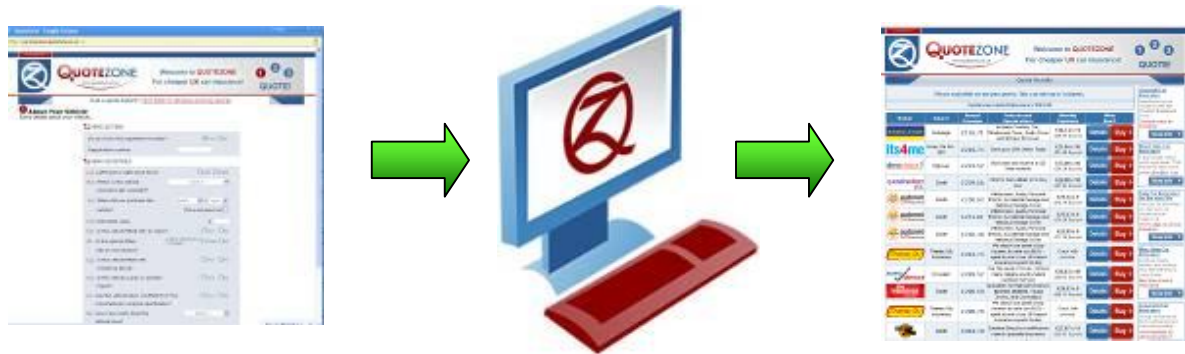
How you can join

- Get started immediately – visit <https://affiliates-centre.quotezone.co.uk> and register your details, or
- Call us now on **02890 310 881** if you'd like to discuss any aspect of the programme.

How it works:

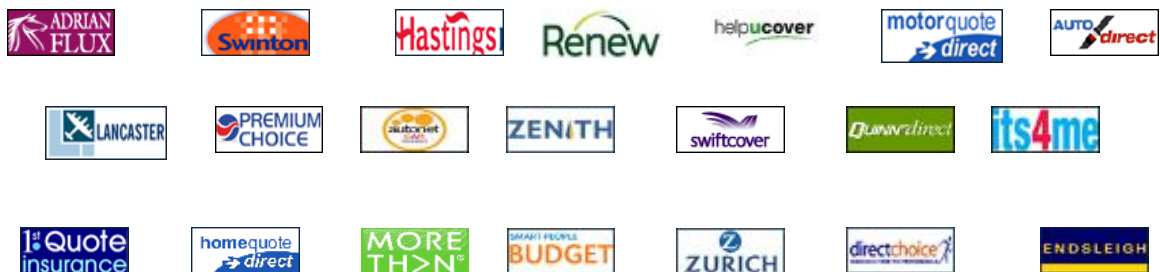
Using our Car Insurance system as an example, here is how your users can compare multiple quotes in a matter of minutes!

1. Customer fills in our simple online form
2. We search over 80 different companies for quotes
3. Quote results displayed and you get paid



Our insurance quote systems feature real time prices from all these brands, and many more:

Here are just a few of our current panel members



Why Work with Quotezone

Industry Leading Commission Structures & Fast Monthly Payments:

- **High Commission Rates** – We've optimised our quote systems and increased our commissions so that you earn more for every visitor you send us.
- **Cross Sell Remuneration** – If you send a visitor who gets quotes for multiple products – we will pay you for each of them – even if they are done on different days!
- **Most Dependable Payment Structure** – We pay you for every new user who gets a quote, even if they do not buy a policy. This ensures a dependable revenue stream because you do not have to rely on any broker to close a sale or report it to you.
- **Prompt Monthly Payments** – We pay you promptly every month for traffic sent the previous month.

Completely Transparent Systems & Dedicated Support Staff:

- **Transparent Tracking Systems** – You have access to an online affiliate tracking centre where you can monitor your leads in real time.
- **Dedicated In-House Support:** We provide every affiliate with a dedicated account manager who will assist with any queries you have and help you get up and running quickly and easily. Our response times are typically minutes or hours - not days!
- **Go Live Immediately:** Our automated systems allow you to sign up and start promoting our products in a matter of minutes!

Affiliate Partnership Options

Quotezone™ offers two options for operating your affiliate account

- Affiliate link solution
- Co-branded solution

Affiliate Link Solution

Quotezone™ will supply you with unique links to use on your website, with the necessary tracking in place to record the clicks, quotes and sales that you send. We can supply graphics, banners, buttons or marketing creative to assist with your promotions.

Affiliate links:

- Completely straightforward to implement
- Get started instantly at <https://affiliates-centre.quotezone.co.uk/>
- High Click to Quote rate
- 30-day cookie, so you get commission for any valid quotes, even 29 days after the user clicked your link!

Co-branded Solution

For suitable affiliates we can supply co-branded versions of our comparison systems which you can integrate into your own website.

Co-branded forms:

- Customer journey retains your branding – we adjust the form graphics to match your site
- Simple Integration using an iframe
- Available upon approval – please contact us for further information or to apply.



The screenshot shows a web form titled "About Your Vehicle" with a sub-header "Tell us your vehicle details for the comparison" and a link to "Click here to compare vehicles". The form contains several sections with input fields and checkboxes:

- 1. Make:** A dropdown menu with "Select" and a search icon.
- 2. Model:** A dropdown menu with "Select" and a search icon.
- 3. Year of manufacture:** A dropdown menu with "Select" and a search icon.
- 4. Engine size and type:** A dropdown menu with "Select" and a search icon.
- 5. How many MPG does the vehicle have?:** A dropdown menu with "Select" and a search icon.
- 6. Where is the vehicle currently kept (country)?** A dropdown menu with "Select" and a search icon.
- 7. When did you purchase the vehicle?** A date picker with "Month", "Year", and "Day" fields.
- 8. Registration number:** A text input field with a "Check" button.
- 9. Is your vehicle right hand drive?** Radio buttons for "Yes" and "No".
- 10. Is the vehicle fitted with air power?** Radio buttons for "Yes" and "No".
- 11. Is the vehicle fitted with an immobiliser?** Radio buttons for "Yes" and "No".
- 12. Is the vehicle fitted with a tracking device?** Radio buttons for "Yes" and "No".
- 13. Is the vehicle a grey or white?** Radio buttons for "Yes" and "No".

Quotezone™ Affiliate Centre



Tracking and Performance

In our Affiliate Centre you'll find an outstanding range of tools to help you manage your account:

- ✓ Real time online click and quote reporting
- ✓ Maximise your profits from marketing activities (such as PPC) using our advanced keyword-level reporting facilities
- ✓ Easy access to marketing material

Commission Structure

We offer an industry leading commission structure with some of our affiliates earning several thousand pounds a month:

Product	Rate
Car insurance	£2.00 per quote
Van insurance	£2.00 per quote
Home insurance	£2.00 per quote
Bike insurance	£1.00 per quote
Travel insurance	£0.25 per quote
Breakdown cover	£0.25 per quote
Pet insurance	£0.25 per quote
Caravan insurance	£2.50 per valid lead
Motorhome insurance	£2.50 per valid lead
Campervan insurance	£2.50 per valid lead
Life insurance	£10.00 per valid lead

*Because we are taking the risk on a per-quote and per-lead basis, we do monitor traffic quality, and the continuation of the above rates is dependant upon the affiliate providing adequate quality of traffic.

Why is our commission structure different?

Many companies only pay commission for sales. Other competitors pay for leads/quotes, but only when customers “click through” **after** getting a quote. With us, you get paid for leads without such a restriction, which further increases your revenue per visitor.

How does it work?

Per Quote products: You get paid the commission for each new user you refer to our system who gets a quote.

Valid Lead products: the customer simply completes a short form-fill, and a lead is validated by our insurance partners – valid leads must be from genuine UK applicants giving a valid telephone number.

Why does it perform better than direct Insurers who offer a higher rate?

Given that insurance in the United Kingdom is such an expensive commodity, consumers are a lot more willing to shop from numerous sources to find the best possible price on their insurance policies. With more customers getting multiple quotes before eventually deciding to buy a policy, it means that the Per Quote affiliate programme Quotezone offer can offer high earning potential for your affiliate account and will more often than not out perform per sale affiliate programmes, even at the highest level.

Flexible approach

If you would prefer to work on a per-sale deal instead of per-quote, please contact us to discuss, as we can offer outstanding revenue potential on this model too.

Payment

No need for uncertainty and waiting – rather than waiting up to 3 months to pay you for the leads you generate, we will pay you the following month (by BACS, cheque or Paypal). i.e. for quotes sent in January we will pay you in February.



Testimonials

We are proud to have received adulated praise from our current website users, affiliates and insurance partners.

Some of these include:

Website Users:

"I saved almost 1/3rd on my existing van insurance renewal quote, making the time spent online in the 'Quotezone' very well worth while! Quotezone was excellent - I shall certainly recommend the site to friends and use it again myself for my second vehicle somewhat later in the year." - *P.M.Dover, Goole*

Affiliates

"I cannot believe how well the quote form converts; at the moment for every 3 visitors I send to the site, I get two sign ups!!" *M. Foote West Sussex*

"I must say that it is brilliant working alongside such a helpful and responsive company like Quotezone."

C. Waters

Panel Members

"We found that the account management team at Quotezone excelled all expectations making the process of adding the Hastings Direct brands to their system exceptionally smooth and painless. To date we can't fault their response times and have also been impressed by their system stability and tracking ability." **Shaun Law, Head of online sales for Hastings Direct**



Find out more

We are interested in hearing from you, so please get in touch with our team to discuss the different options we can offer you as an affiliate.

Contact us

Please forward your enquires to our marketing department

Online Marketing Executives:

Piers Murray
Email: piers@seopa.com
Ph: 02890 319 657

Drew Dunphy
Email: drew@seopa.com
Ph: 02890 310 881

Join today

We offer a simple online sign up form where you have your affiliate link up and running in a matter of minutes. Go to

<https://affiliates-centre.quotezone.co.uk> to register today

