



# TrustedForm Allows SelectQuote to Monitor Marketing Partners & Ensure Compliance

By adopting ActiveProspect's TrustedForm solution, SelectQuote's web properties remain compliant across multiple locations.



## About SelectQuote

SelectQuote is a leading insurance brokerage and health services company. Their mission is to remove barriers to shopping for insurance, introduce more transparency and choice, and take care of people at a price that fits their budget. They shop on behalf of their clients to help them improve their financial and physical health.

SelectQuote attributes their success to innovative customer-driven solutions enabled by proprietary technology and a talented analytics, marketing, and sales staff.

Their corporate office is located in Overland Park, KS. As of 2022, they have 4,400 employees.

## The Challenge

Because SelectQuote adopts the latest standards and best practices related to TCPA and Medicare marketing, they needed a tool to prove their compliance on a lead level in case any claims were made against the company. Additionally, they needed a solution that would enable them to validate that their marketing partners were using the approved web form.

SelectQuote sought a partner who would have a vested interest in their success as a business and would be willing to adapt and design their solutions to meet SelectQuote's needs.

## The Solution

SelectQuote first learned of ActiveProspect through industry conferences and marketing partners, where TrustedForm's name came up frequently. With many online insurance requests made on multiple web properties, SelectQuote uses ActiveProspect's TrustedForm product as a broad solution for proving compliance and monitoring their marketing partners' adherence to their approved web property. Partner sites must integrate the [TrustedForm Certify technology](#), and SelectQuote discovered many partners typically prefer the TrustedForm solution compared to alternatives.

Additionally, SelectQuote realized the value of TrustedForm's competitive cost structure, which supports their business goals and allows them to gain actionable insights related to their leads.

The insurance environment has become increasingly litigious with the prevalence of "serial litigators," where an individual makes legal claims of this kind as a profession. By having the proof of consent, SelectQuote has an immediate response to plainly and clearly prove the compliance of their activities in the event of a claim.

# Why ActiveProspect?



## **Partner Auditing**

ActiveProspect enables auditing of a marketing partner's compliance with filed pre-approved compliance materials



## **Legal Protection**

TrustedForm can provide additional legal protection, such as proof of consent, in the case of any alleged TCPA violations



## **Data Analysis**

ActiveProspect has on-form lead attributes for data analysis



## **Session Replay**

TrustedForm has lead "playback" available on demand—no waiting or filling out a request form

## **The Results**

By directing their compliance needs to ActiveProspect, SelectQuote has received comprehensive services while paying less than half of other solutions' prices. Over 75% of the leads SelectQuote acquires include TrustedForm certificates, meaning these partners have integrated the TrustedForm SDK (script) into their websites.

Beyond all of this, the day-to-day working relationship with ActiveProspect is easy with accurate reporting. SelectQuote also appreciates how responsive the ActiveProspect team is to any questions.

"We found a vested partner in ActiveProspect that is willing to adapt and design their solution to meet our needs," says Blaine Kauk, Vice President, Operations/Sales Qualification. "We will continue to work with the best partners and work to find the best solutions that allow us to serve our customers and business goals successfully."

**"ActiveProspect is passionate about their product and how it can help our industry and our business. They are also passionate about building real relationships with their partners."**

**Blaine Kauk**

*Vice President, Operations/Sales Qualification*