

Digital Leads

Consumers looking for auto insurance within your area of operation with no brand preference.

Standard Auto Leads



Auto Core

- Currently insured and licensed drivers
- No DUIs
- No at-fault accidents
- Max 1 ticket

Best For: Agents who need a steady flow of inexpensive, quality leads

\$6 per lead

Homeowner Auto Leads



Auto+ Core

- Homeowners
- Single car ownership
- Currently insured and licensed drivers
- No DUIs
- No at-fault accidents
- Max 1 ticket

Best For: Agents looking to bundle auto with home or other policies

\$8 per lead

Multi-car Homeowner Auto Leads



Premium+ Core

- Homeowners
- Multi-car ownership
- At least one insured and licensed driver
- No DUIs
- No at-fault accidents

Best For: Agents targeting comprehensive, high-value policies

\$10 per lead

Not sure which lead type fits you? Email pxlocal@px.com and we'll guide you.



One-to-one Consent Leads

Consumers who engage and give explicit consent to your brand to contact them.

Standard Auto 1-1 Consent Leads



Auto Direct

- Currently insured and licensed drivers
- No DUIs
- No at-fault accidents
- Max 1 ticket

Best For: Agents seeking high-intent leads who explicitly agreed to be contacted

\$10 per lead

Homeowner Auto 1-1 Consent Leads



Auto+ Direct

- Homeowners
- Single-car ownership
- Currently insured and licensed drivers
- No DUIs
- No at-fault accidents
- Max 1 ticket

Best For: Agents looking for pre-qualified leads to cross-sell policies

\$12 per lead

Multi-car Homeowner Auto 1-1 Consent leads



Premium+ Direct

- Homeowners
- Multi-car ownership
- At least one insured and licensed driver
- No DUIs
- No at-fault accidents

Best For: Agents specializing in comprehensive, full-coverage policies

\$15 per lead

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Branded Leads

Consumers who requested information through your branded online page.

Standard Auto Branded Leads



Auto Select

- Currently insured and licensed drivers
- No DUIs
- No at-fault accidents
- Max 1 ticket

Best For: Agents seeking highly qualified leads for greater ROI

\$35 per lead

Homeowner Auto Branded Leads



Auto+ Select

- Homeowners
- Single-car ownership
- Currently insured and licensed drivers
- No DUIs
- No at-fault accidents

Best For: Agents targeting brand-familiar prospects for multi-policy sales

\$40 per lead

Multi-car Homeowner Auto Branded leads



Premium+ Select

- Homeowner
- Multi-car ownership
- At least one insured and licensed driver
- No DUIs
- No at-fault accidents

Best For: Agents looking to scale premium policy sales with confidence

\$45 per lead

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