



||| MMA SM2 INNOVATION SUMMIT

**DISRUPT.  
TRANSFORM.  
GO MOBILE.**

**#SM2Innovation  
@MMAGlobal**

**MMA**  
MOBILE MARKETING ASSOCIATION

# ||| MMA SM2 INNOVATION SUMMIT



**Unlock Bigger and Better  
Opportunities Through  
Mobile**

**SANJAY GUPTA**

CMO

Allstate Insurance

**#SM2Innovation  
@MMAGlobal**

**DISRUPT. TRANSFORM. GO MOBILE.**

Allstate®

**UNLOCK BIGGER  
AND BETTER  
OPPORTUNITIES  
THROUGH MOBILE**

**MARKETING OF  
TOMORROW IS HERE.**

**MARKETING OF  
TOMORROW IS HERE.**

**YOU READY?**

**MOBILE**

**SHARED  
ECONOMY**

**VIDEO**  
**(ON SOCIAL)**

**DIGITALLY SAVVY  
BEYOND INSURANCE**

**DIGITALLY SAVVY  
BEYOND INSURANCE**

A stylized illustration of a hand holding a smartphone. The hand is rendered in a dark blue silhouette, and the smartphone is a white outline. The screen of the phone is dark blue and displays the percentage '74%' in a large, bold, yellow font. The background of the entire image is a solid dark blue.

**74%**

**HAVE  
SMARTPHONES**



**DIGITALLY SAVVY  
BEYOND INSURANCE**

**27%**

**HAVE  
CONNECTED  
TVS**



DIGITALLY SAVVY  
BEYOND **INSURANCE**



**50%**

**HAVE TABLETS**

**DIGITALLY SAVVY  
BEYOND INSURANCE**



**38%**

**OF MEDIA  
CONSUMPTION  
IS ONLINE**

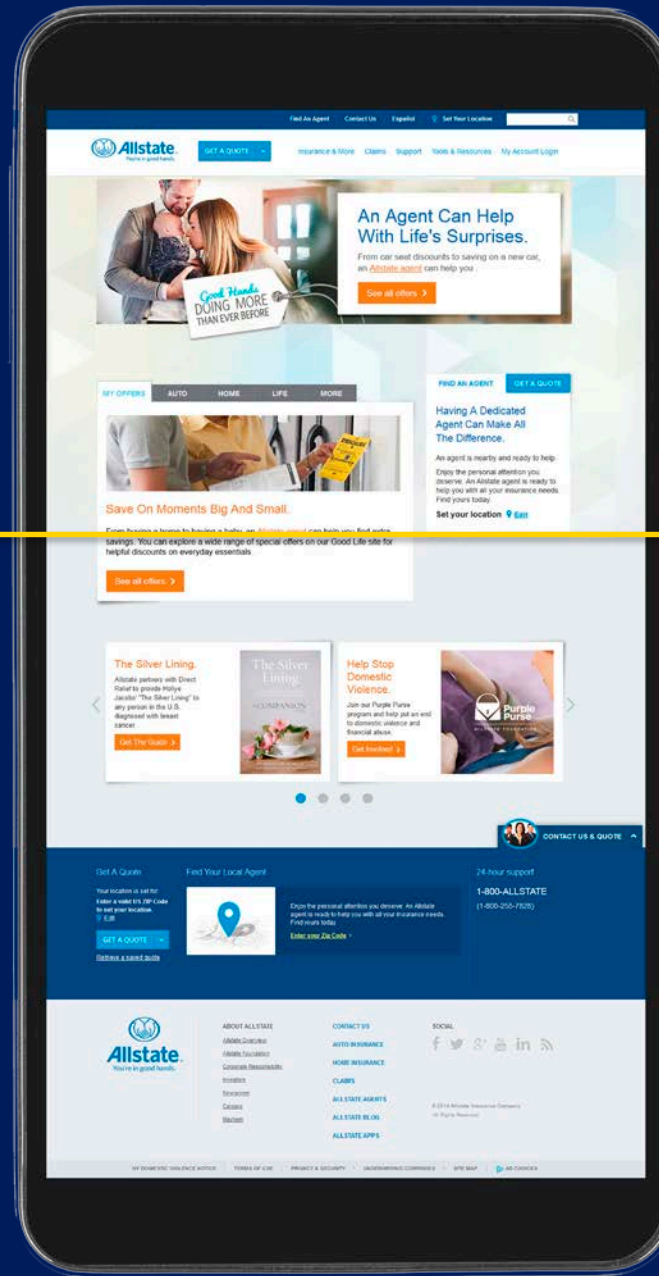
DIGITALLY SAVVY  
BEYOND **INSURANCE**

**70%**

**OF INSURANCE  
SHOPPING  
STARTS **ONLINE****




**SEEING**



9:30 AM 84%  
allstate.com

Allstate Log in




At Your Side When You're At The Wheel.

Find your local agent >  
Get a quote online >

**YOUR LOCAL AGENT** +  
**GET A QUOTE IN 60048** +


**AUTO** -



4:13 PM Allstate Insurance Company

Allstate You're in good hands


IT'S GOOD TO BE IN



**Home, Life & Auto Insurance Chicago:**  
**Joe Schneider**  
Allstate Agent

★★★★★ 143 reviews


PHONE EMAIL DIRECTIONS



**Home, Life & Auto Insurance - Get A Quote**

10:30 AM 71%

Allstate



✓ ✓ ✓ 4 5  
Vehicles Drivers Discount Quote Purchase

## Review Your Quote

Economy \$98/mo	<b>Standard \$112/mo</b>	Enhanced \$134/mo
--------------------	------------------------------	----------------------

**\$98/month**  
\$235 Due Today  
\$726 6 mo - Pay in Full

8 Discount(s) Applied for a total savings of \$995  
Premiums calculated on 9/15/2016 [Read More](#)

### What's Covered

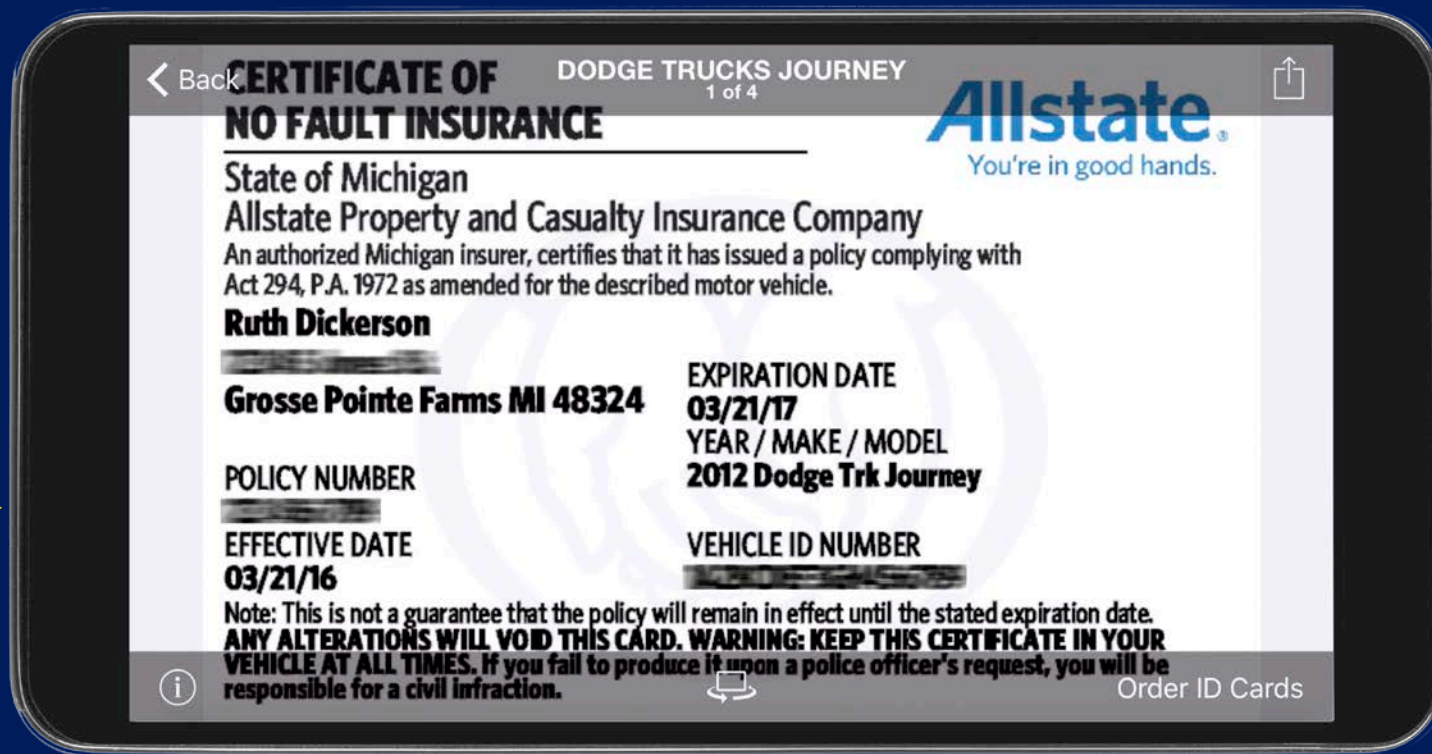
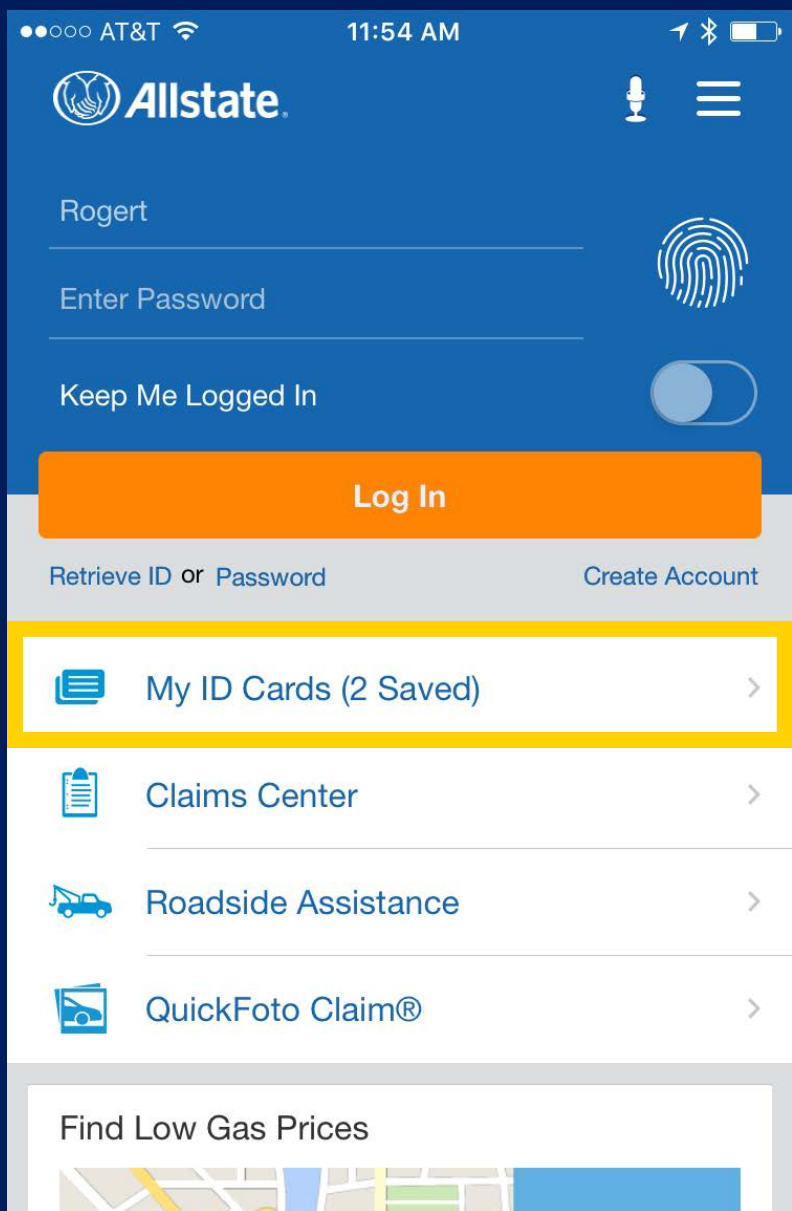
Start Date: 09-30-2016 [Edit](#)

Policy Coverages


Bodily Injury Liability

**PROVIDING**  
**VALUE**





AT&T 11:48 AM






POLICYHOLDER(S)  
**Roger Tye**

EFFECTIVE DATE  
Mar 29, 2016

EXPIRATION DATE  
Sep 29, 2016

VEHICLES  
See Back for Details


POLICY NO  
[REDACTED]



AT&T LTE 4:35 PM


Today Notifications

"dinner" is next up on your calendar, at 6 PM.




Allstate


Please log in to view your payment information.




ID Cards




Payments



My Agent




Roadside



Batteries

iPhone	66%
Watch	79%



Calendar

# PROVIDING VALUE

Back to Allstate 9:41 AM



Digital Lock  
by Allstate

SIGN IN WITH ALLSTATE

OR

Email

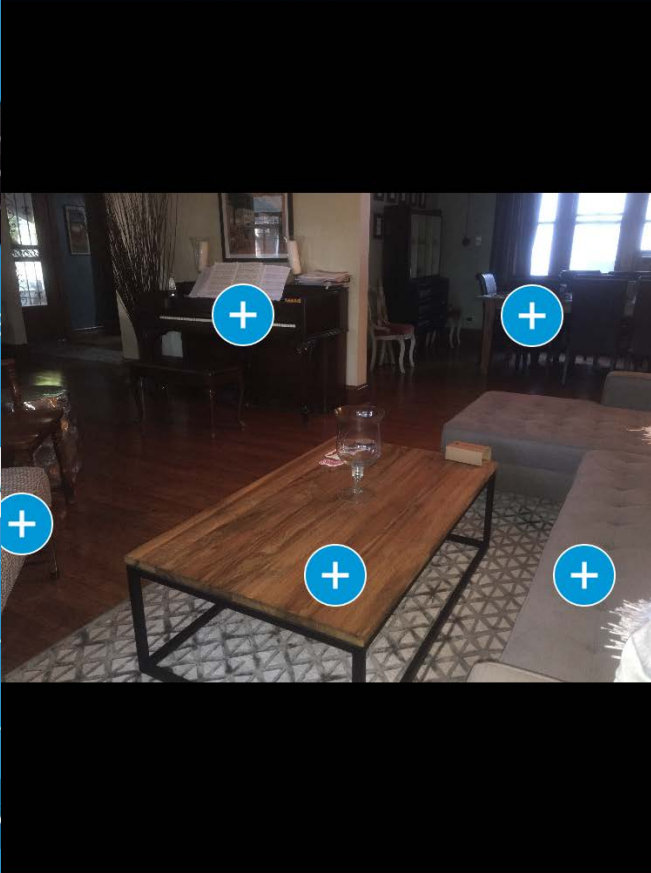
Password

SIGN IN WITH EMAIL

CREATE DIGITAL LOCK

AT&T 1:07 PM

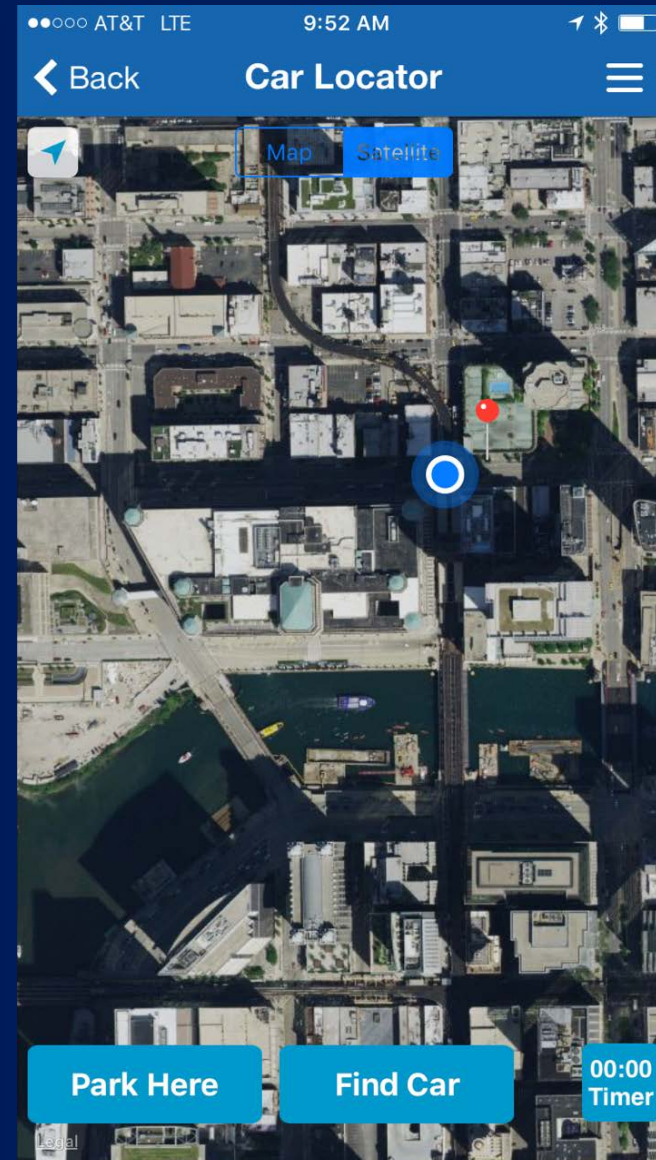
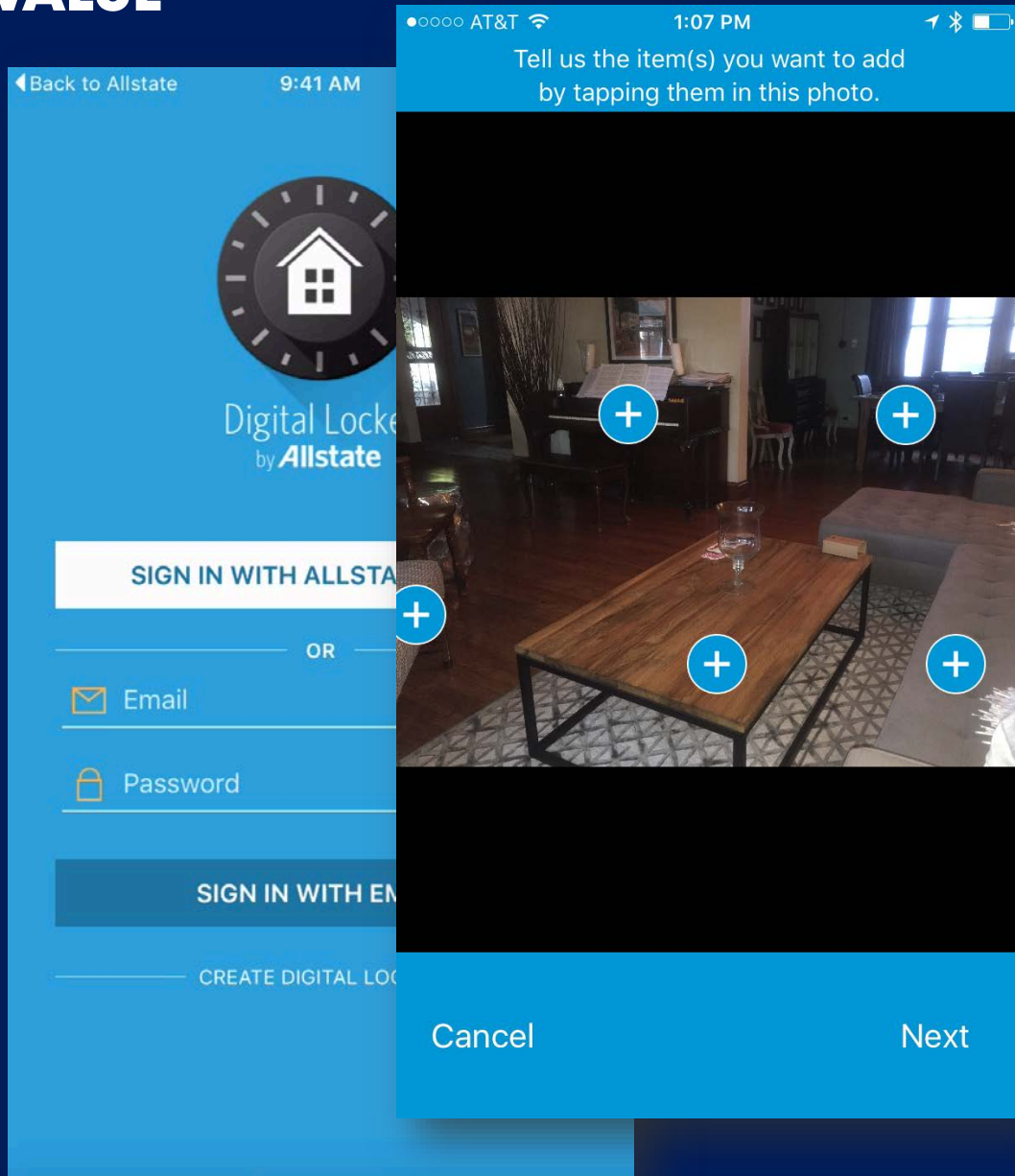
Tell us the item(s) you want to add  
by tapping them in this photo.



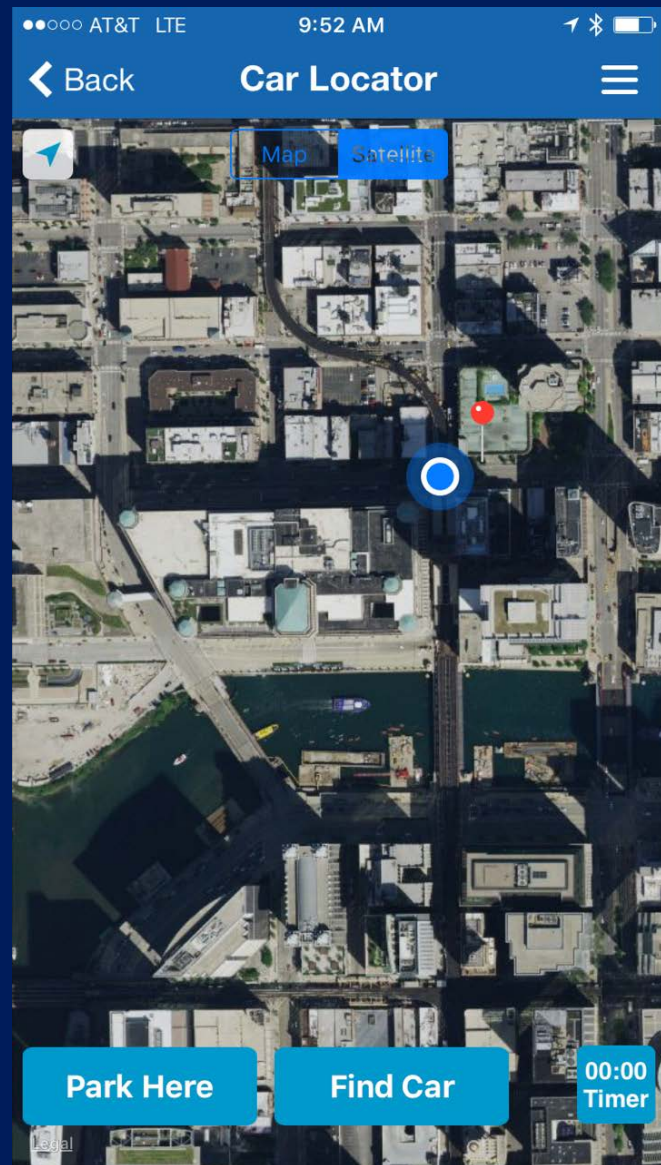
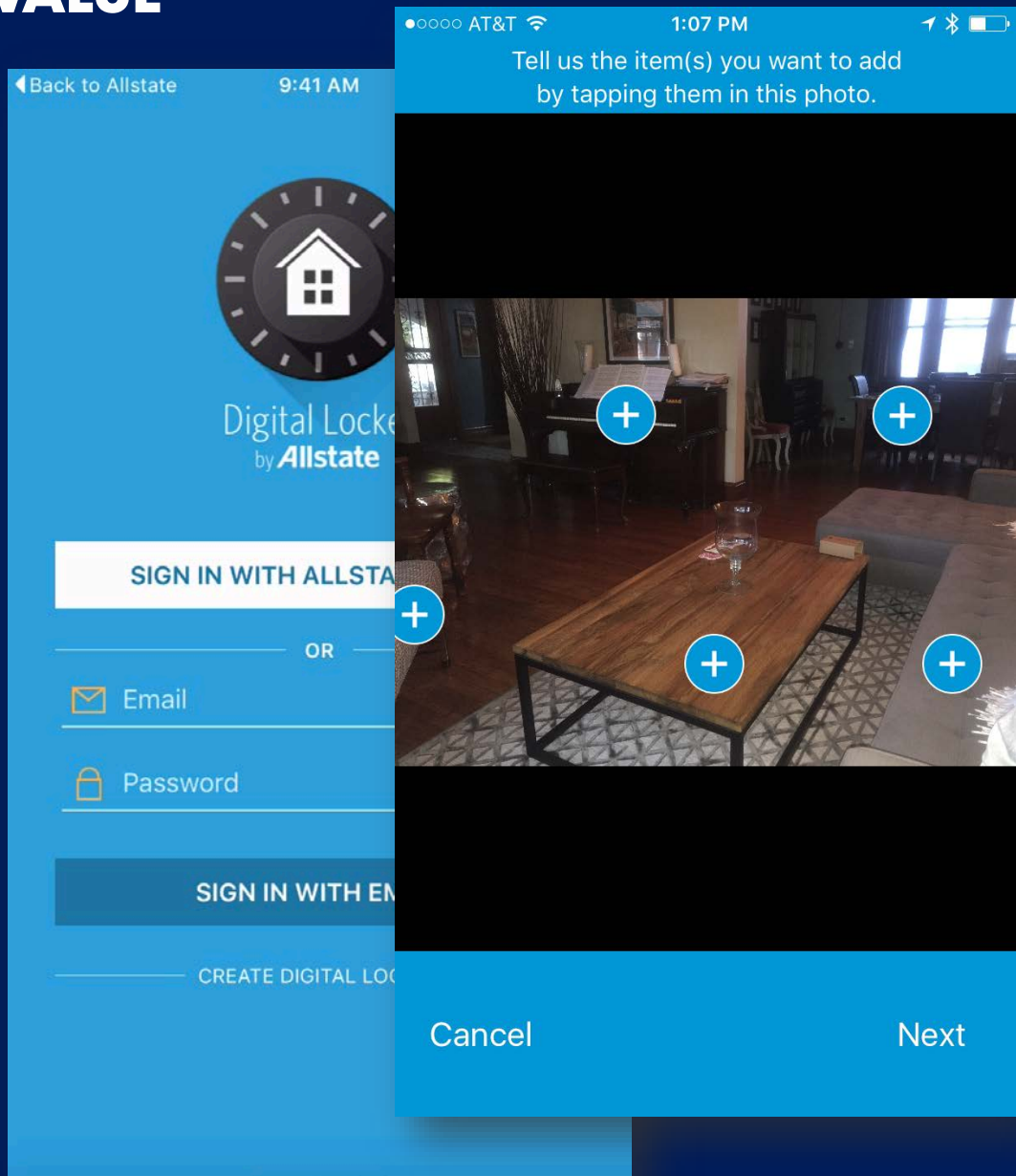
Cancel

Next

# PROVIDING VALUE



# PROVIDING VALUE



Allstate

**SAVE A LOT.  
BEFORE  
LEAVING  
THE LOT.**

Allstate

SAFE DRIVERS  
**SAVE 45%  
OR MORE**


**QUOTE NOW** ▶


**INNOVATING  
PURPOSEFULLY**

83% 12:34 PM

## Allstate Drivewise

DASHBOARD MY TRIPS MY REWARDS MY DRIVING

 My Points **14,800**  
As of 09/14/16



 Share [Shop with Points](#)

### Daily Deals

Next Deal in 01:25:30

Hampton Forge Essex 48-Pc. Kitchen Starter Set


Retail Price:	\$49.99
<b>Points</b>	<b>-2500</b>
You Pay:	\$24.99



[View Deals](#)

### Time to Get Your Car Serviced?

Compare and book mechanical repair and maintenance services from shops near you. Brought to you by Allstate.



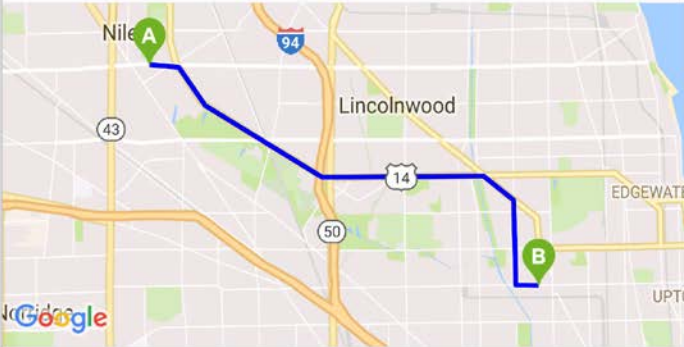
83% 12:34 PM



## Allstate Drivewise

DASHBOARD MY TRIPS MY REWARDS MY DRIVING MORE

### Yesterday

3:22 pm 5.0 mi 15 mins

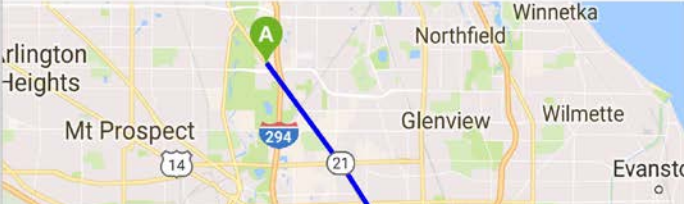


 No Hard Braking  No Speeds >= 80

[Remove Trip](#) [Parking Location](#)

### Yesterday

3:01 pm 5.0 mi 14 mins




82% 12:35 PM

## My Challenges

### Speed Sensei

Completed 3 times for 600 points.




### Driving Requirement

Keep your speed under 80 mph for three consecutive driving days.


**200 points**

Your progress: (0 / 3)



### Braking Zen Master

Completed 2 times for 400 points.




### Driving Requirement

No hard braking for three consecutive driving days.

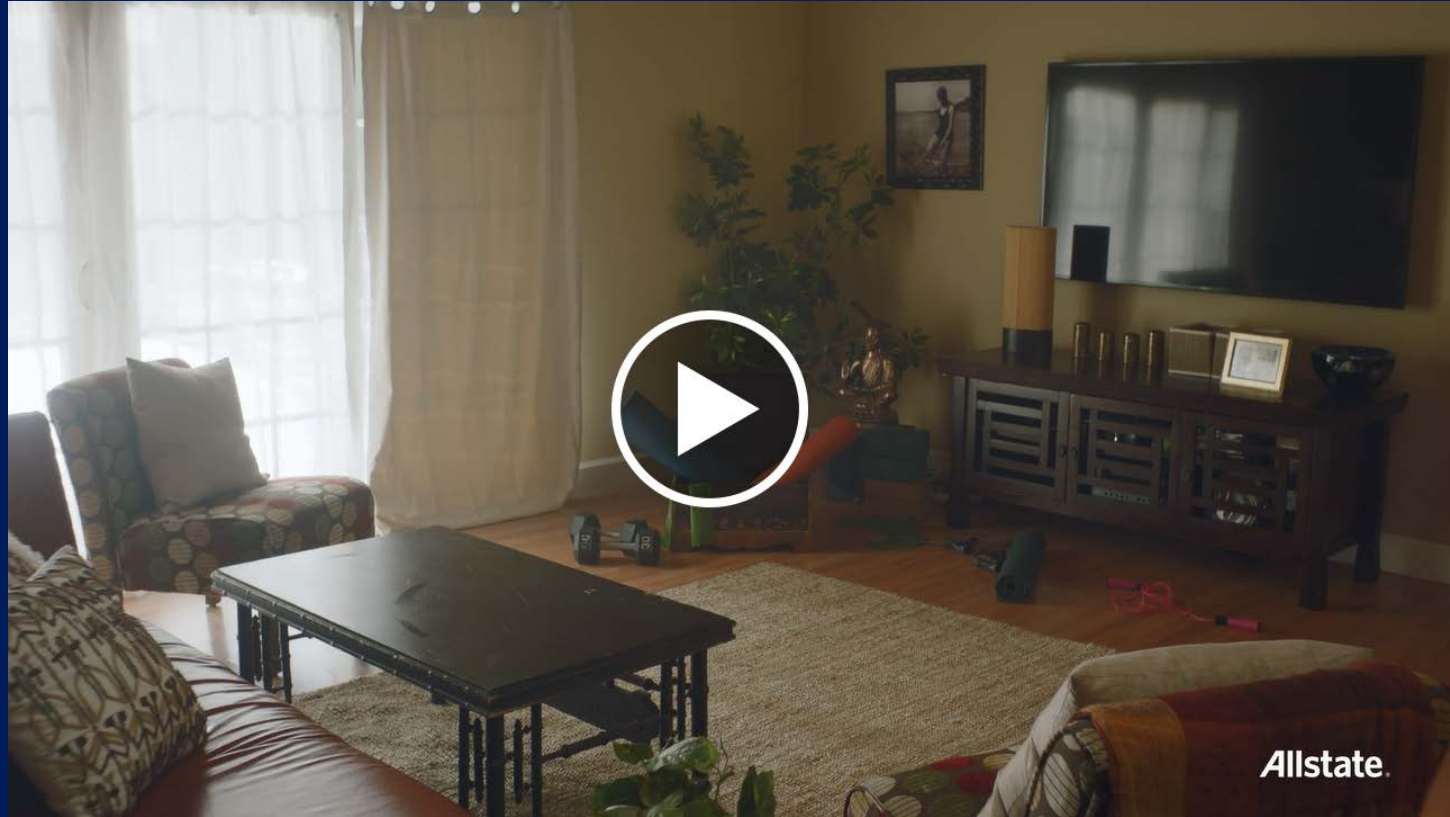
**200 points**

Your progress: (1 / 3)



### Driving Ace

**INNOVATING  
PURPOSEFULLY**





**Allstate.**



AT&T 11:54 AM

Back Roadside

 **Good Hands rescue**  
Need a tow? Flat tire? Out of gas? We'll send help. Log in to maximize your benefits.



[Log in Now](#)

[Continue as Guest](#)


Roadside Tools


- [Parking Reminder](#)
- [Gas Finder](#)
- [Auto How-To's](#)
- [Accident Support](#)

T-Mobile 2:52 PM 35%


## Service in Progress

Your Requested Service Details


Status:	Approaching	
Est. Arrival:	03:20 PM	
Provider:	SWATHI P SAN MIQUEL TOWING (718) 299-0200	
Service:	Tow	
Est. Due:	\$89.00	
Destination:	LALO'S AUTO SVC CTR INC- B 1496 INWOOD AVE, BRONX NY 10452	
Call ID #:	1880796848	

 [Get a Taxi](#)

[Cancel Requested Service](#)

Additional Help 

9:41 AM



Share your service request details and provider ETA to keep friends and family up to date.


[Message](#)

[Email](#)


[No Thanks](#)

◀ Back to Mail 10:40 PM facebook.com

9+ 5

 **Allstate Insurance** May 24 at 4:00pm · 🌐

If you're IN to road trippin' this weekend, all that safe driving could be very rewarding. #MemorialDay



Pure Power

👍 Like | 💬 Comment | ➦ Share

👍 😄 ❤️ 5.8K

**CONNECTING**  
**EMOTIONALLY**



Allstate Insurance ✓

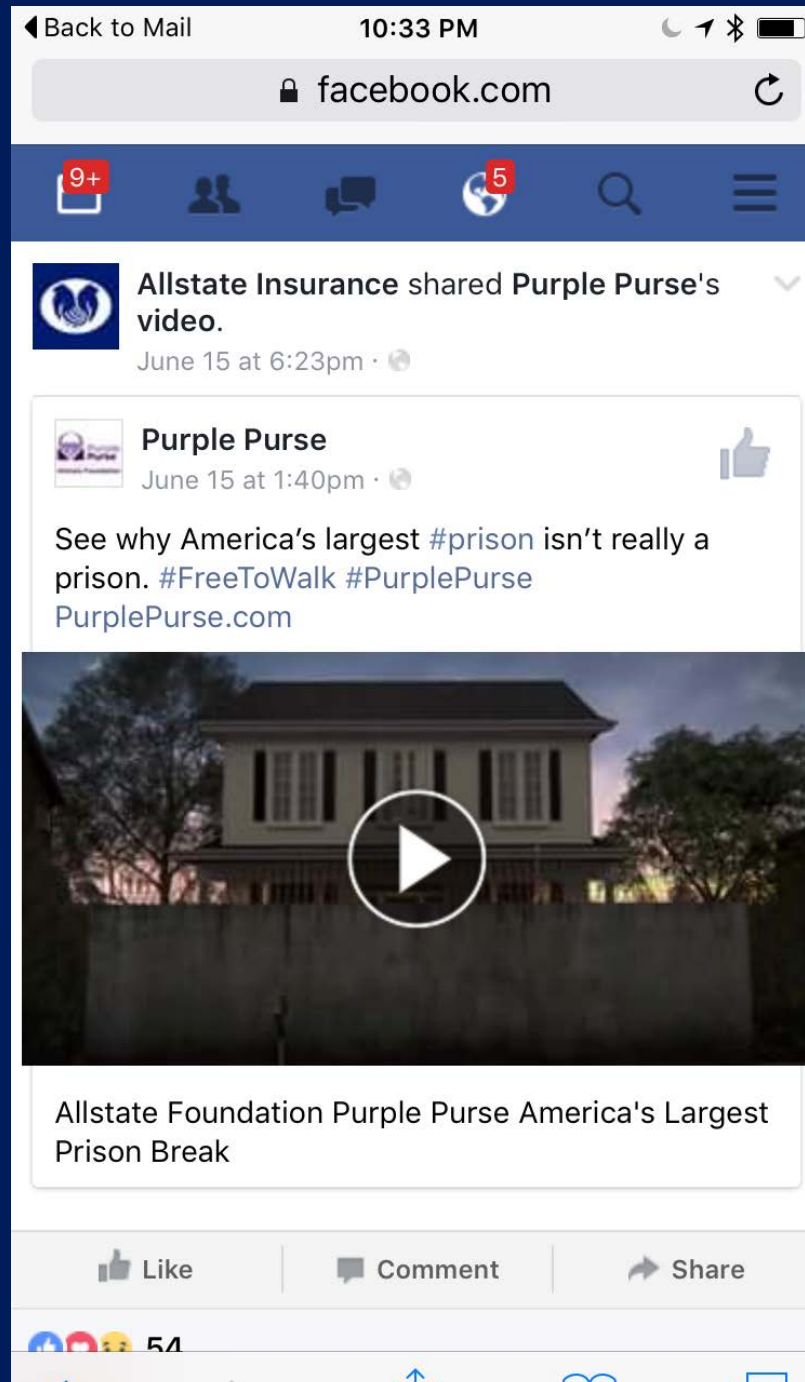
[www.allstate.com](https://www.allstate.com)

From adopting a little girl to moving closer to relatives, see how 2015 has been a year of firsts for this family. #HeresToFirsts



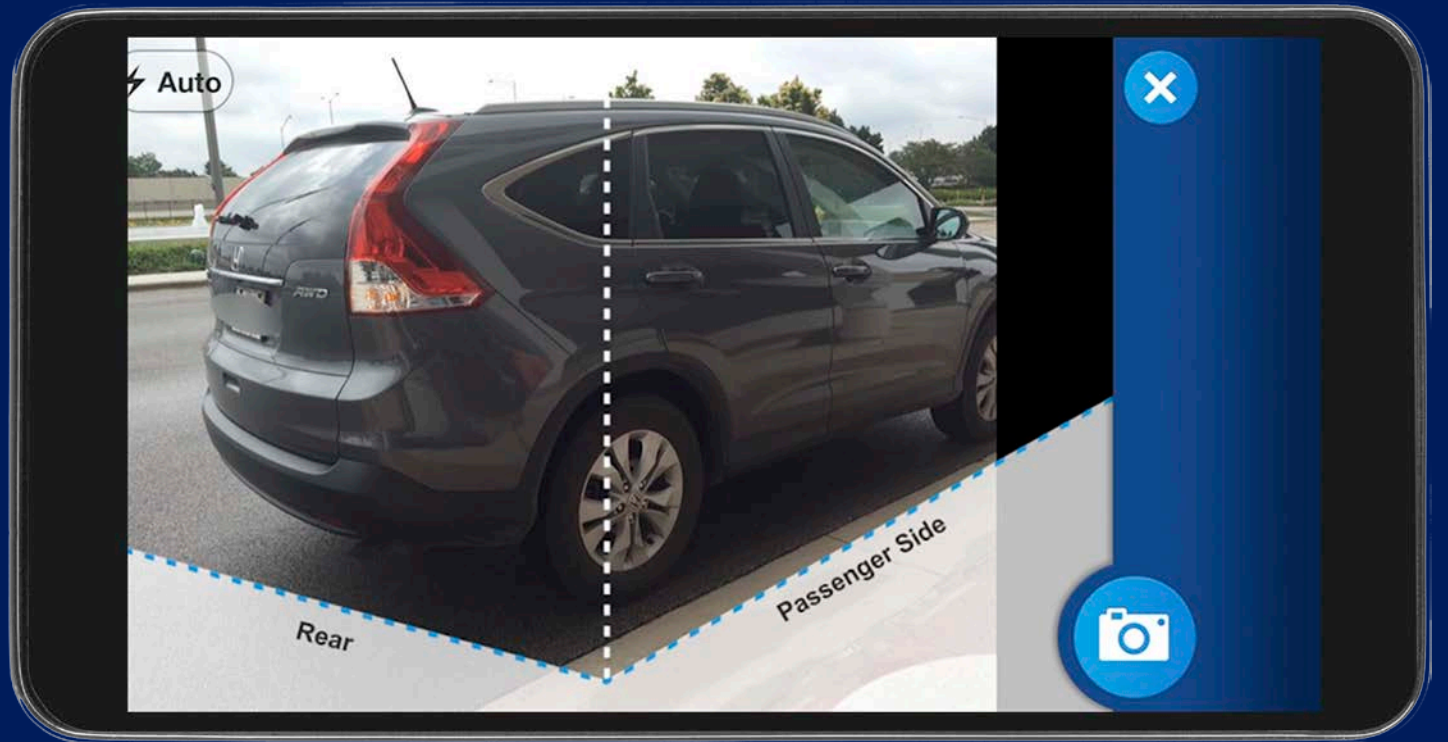
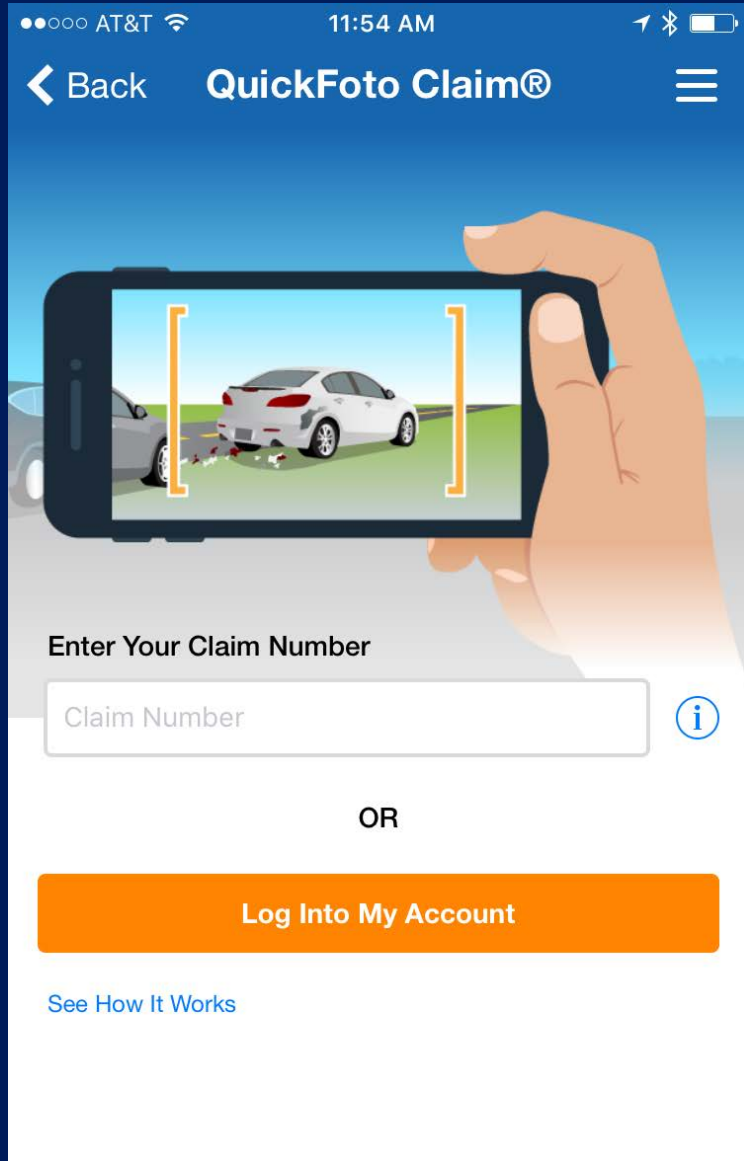
2.7M views

CONNECTING  
EMOTIONALLY



# TRANSFORMING YOUR ORGANIZATION

# TRANSFORMING YOUR ORGANIZATION



**CHALLENGE**  
**THINKING**




- **Purposeful innovation**
- **Increase agility**
  - **Co-located, agile development**
  - **Internal UXD**
  - **Digital content team**
  - **Internal consultants supporting agent digital**
- **Internal digital media purchase and production**



# PARTING THOUGHTS

## **PARTING THOUGHTS**

- **Experiment and learn**
  - **What works for everyone else may not work for you**
  - **Put the customer at the center  
*(It is a golden rule for a reason)***
- 

IT'S  
GOOD  
TO BE

IN



SM

Allstate®