



Leveraging Mobile to Drive Customer Interaction in a Low-Engagement Industry

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Good Hands for the Good Life



Addicted to our mobile phones...

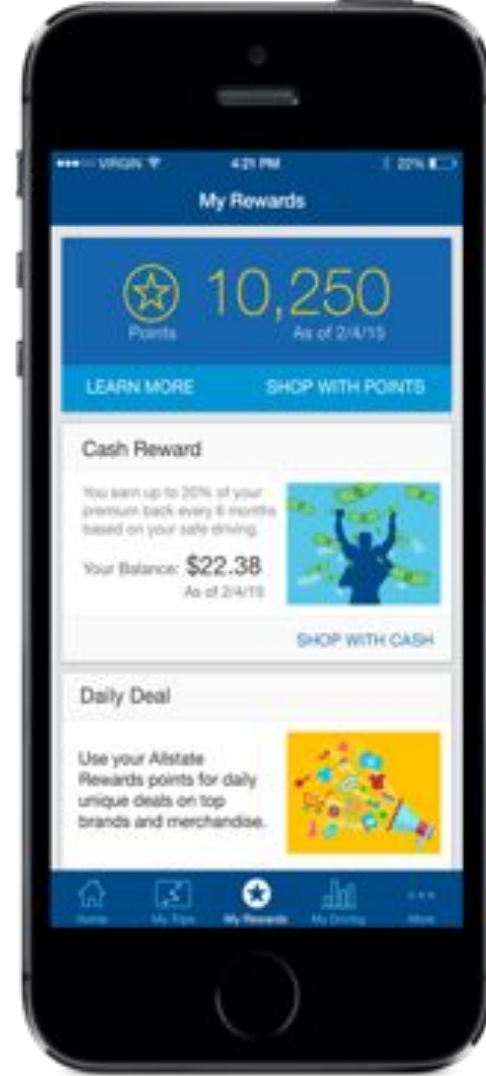
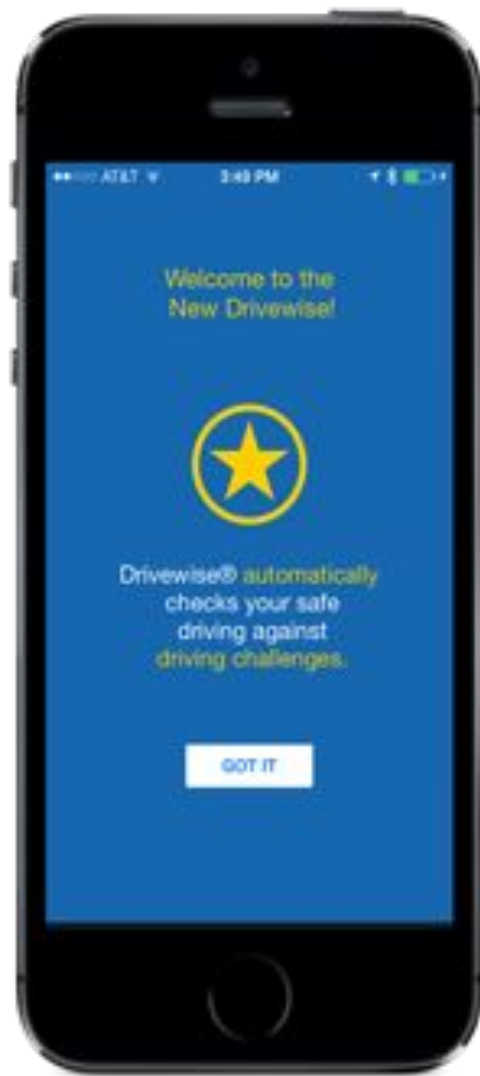
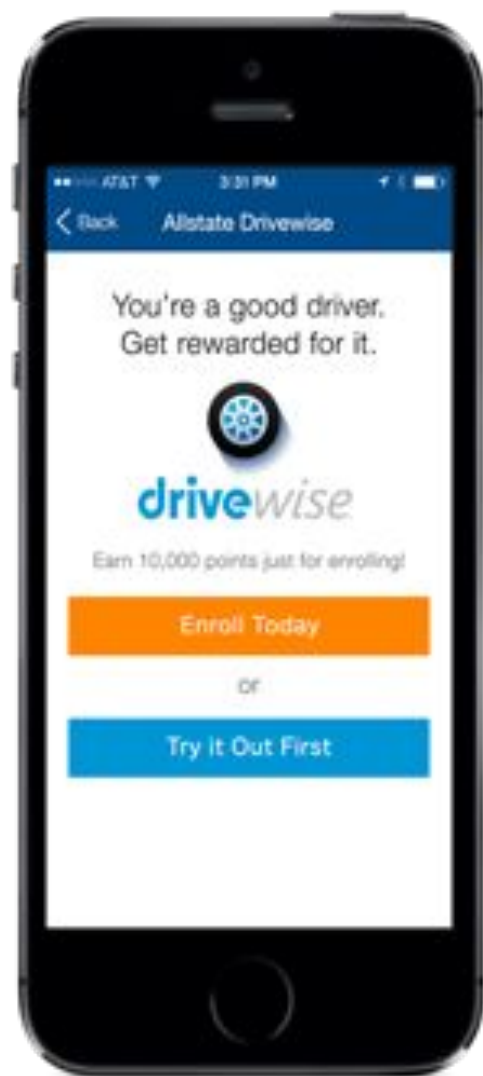


221 Times a Day!



drive*wise*

from Allstate





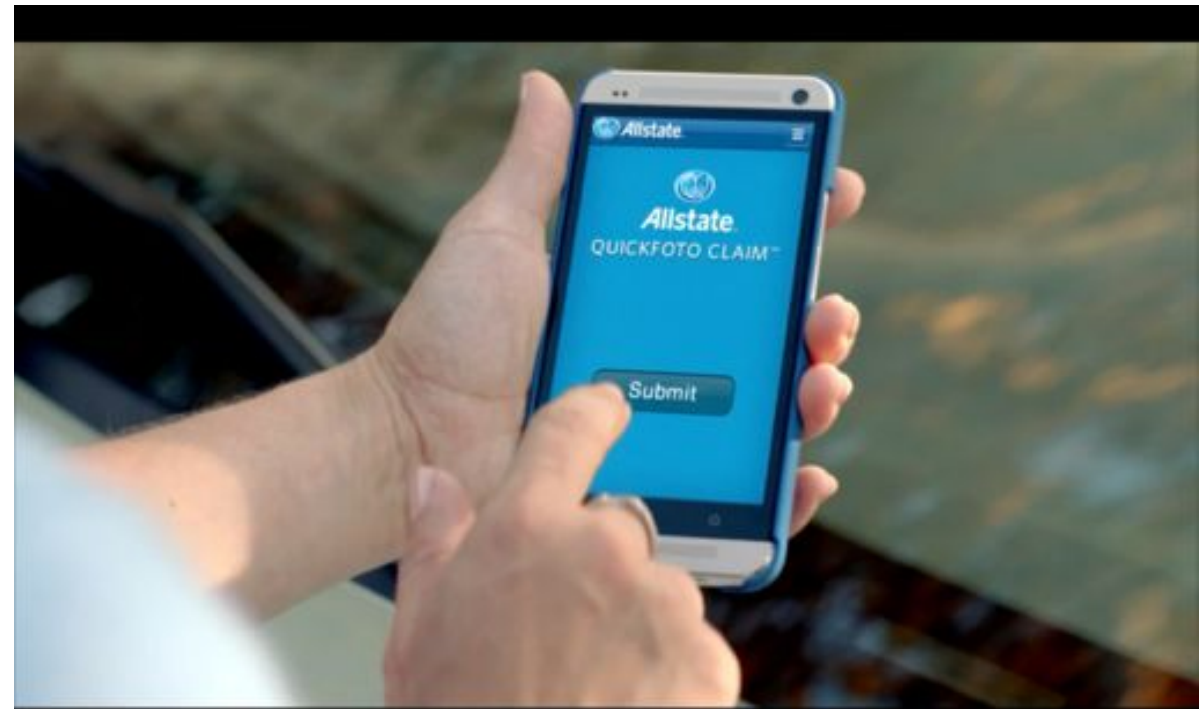
EMPOWERING & RESPECTING TEENS





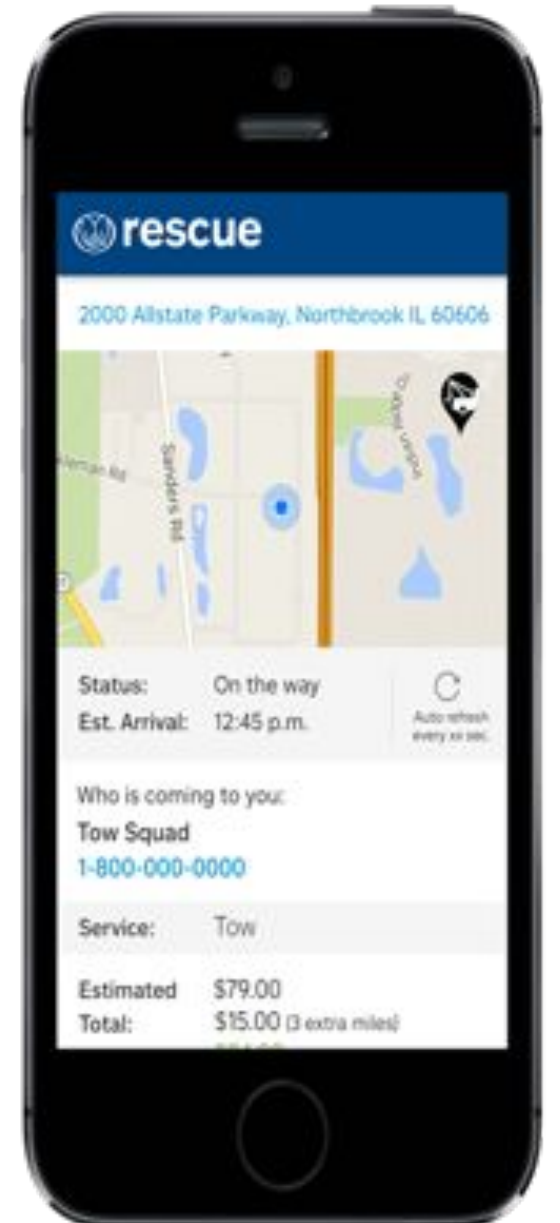
QuickFoto Claim App

- Start a claim with your smartphone
- Upload photos of vehicle damage
- Real-time claim status updates

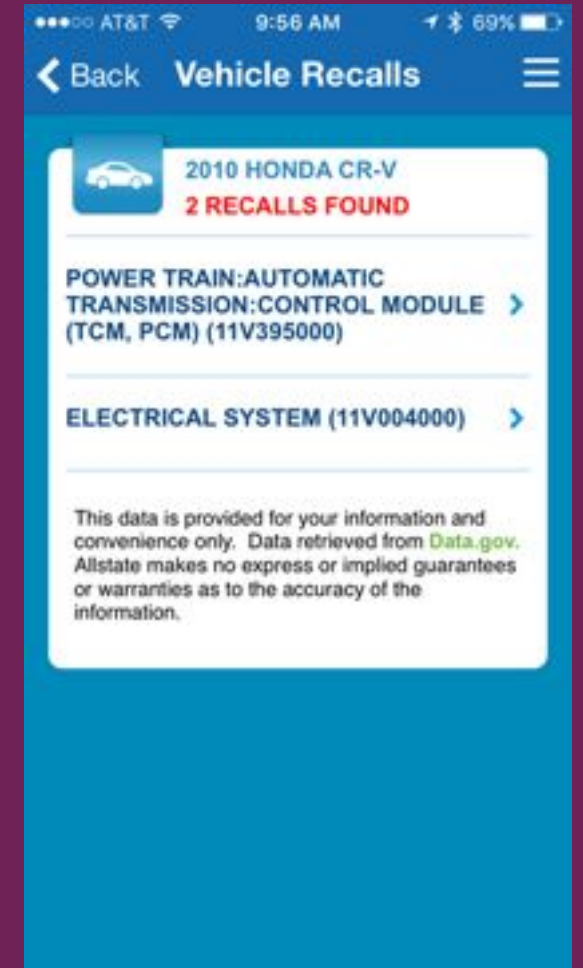
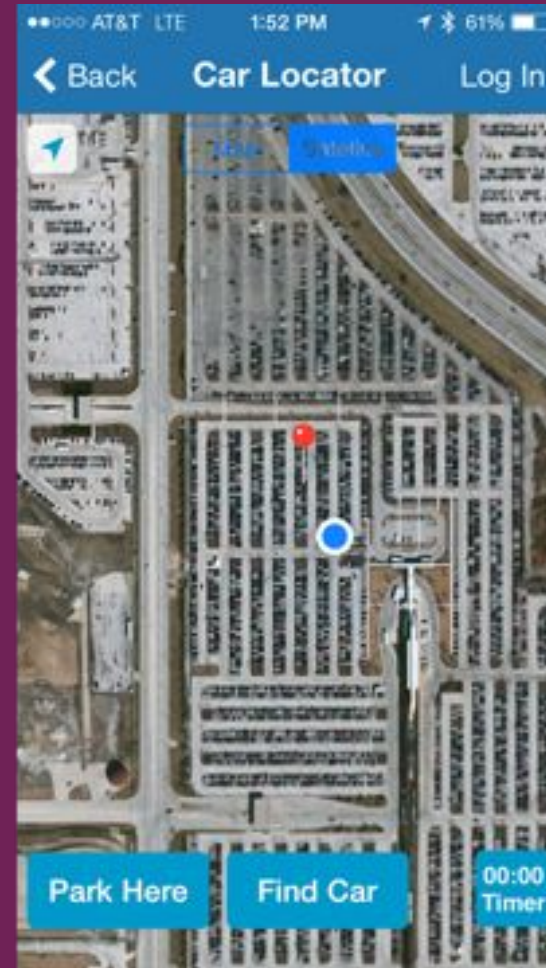
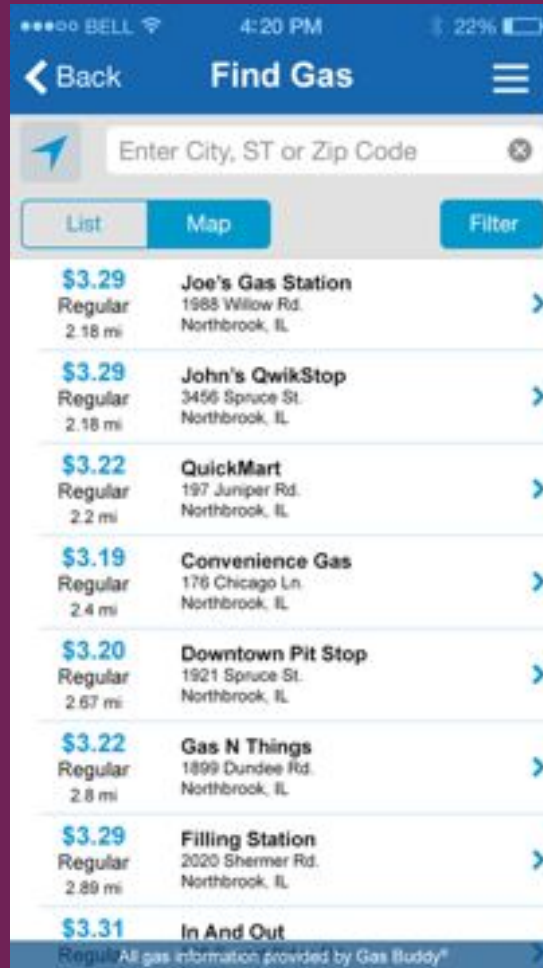
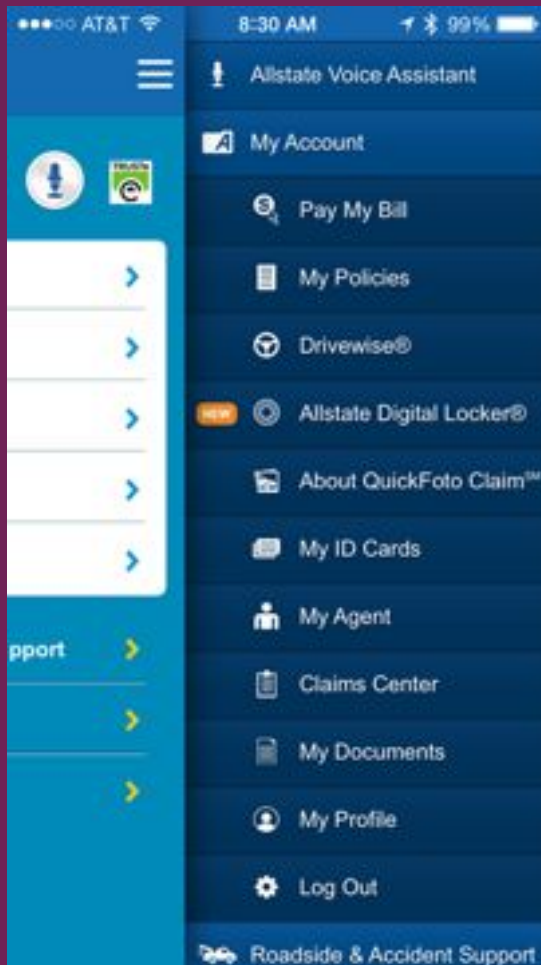




Good Hands rescueSM Allstate.



Allstate Mobile App



Allstate Digital Locker



- Easy to use, yet powerful
- Create detailed inventory of your personal property
- Data always accessible via your smartphone

Project Aware Share –“Mayhem Sale”

- 2015 Allstate Sugar Bowl Promotion
- Education campaign – Safely manage personal information on social media
- 30 million hits to site
 - 78% via mobile!



Skip at Your Own Risk — Mayhem “Skip Punishment” Video





Allstate®

You're in good hands.