



Let's hear  
about our  
upcoming  
Cinch DTC  
campaign!



**\$500 Surge Protection  
Coverage for \$.99 a Month**

*February 2020*

# What's Happening?

- ✓ Cinch DTC will be testing a \$.99 a month Surge \$500 offer starting February 17, 2020.
- ✓ This test offer will be first placed using Facebook as well as a mobile In-App partner called DelPlaya .
- ✓ **Overall Customer Experience** - Customers will click on a banner ad presented within the App they are using (hosted by DelPlaya) or placed on Facebook. They will be taken to a landing page hosted by Cinch, where he/she can either request a quote by completing an on-line form or can call the TFN displayed within the landing page (see next page). Enrollments can be done through an inbound call or through the outbound call received once the request for a quote from is completed. On-line enrollments will not be available during this test.
- ✓ The offer pitch flow will start with the agent selling the \$.99/mo. \$500/yr. Surge Protection coverage plan. Once the customer has committed to purchasing this plan, the agent will attempt to upsell the customer to \$1,500/yr. Surge Protection coverage for \$7.95/mo. or \$1,000/yr. Surge Protection coverage for \$5.95/mo..
- ✓ **All calls will be directed to ThinkDirect.**

## Campaign Details

### TFNS:

**DelPlaya** - 888-521-1513

**Facebook:** 888-523-0502

### Cell Codes:

**DelPlaya** = DTCSURGEDP

**Facebook:** DTCSURGEFB

### FB Landing Page:

[https://deals.totalprotect.com/surgeprotect?utm\\_source=facebook&utm\\_medium=social&utm\\_campaign=99surge&utm\\_content=99surge](https://deals.totalprotect.com/surgeprotect?utm_source=facebook&utm_medium=social&utm_campaign=99surge&utm_content=99surge)

### DelPlaya Landing Page:

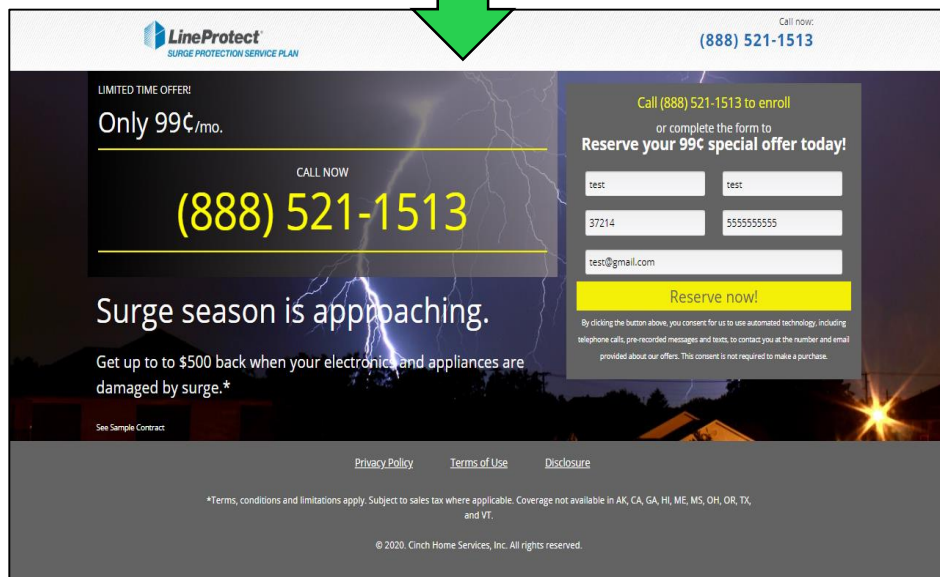
[https://deals.totalprotect.com/lineprotect?utm\\_source=delplaya&utm\\_medium=display&utm\\_campaign=99surge&utm\\_content=99surge](https://deals.totalprotect.com/lineprotect?utm_source=delplaya&utm_medium=display&utm_campaign=99surge&utm_content=99surge)

# How the Offer Works

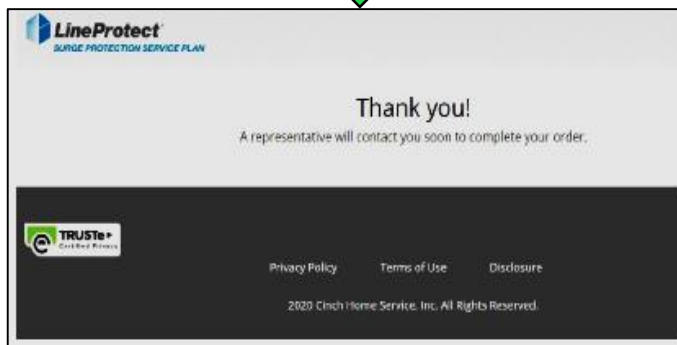
1. Customer sees Banner Ad through Facebook or DelPlyaya Apps.



2. Customer clicks on the link in the banner ad and is taken to a landing page where they can either fill out the request for quote form or calls the TFN.



3. If the customer filled out the request form, they will see the following confirmation screen and TDMG will make an outbound call to the customer.



# Surge Protection Product Details

- ✓ **Not Available in AK, CA, GA, HI, ME, MS, OH, OR, TX, VT.** (If the customer is not eligible, read proper response in the script.)
- ✓ **Surge protection offers reimbursable coverage to repair or replace electronics, electrical systems, and appliances due to electric surges. Repair/Replacement must cost a minimum \$100.00 for surge events.**
  - Up to \$500 coverage/yr. = \$.99/mo.
  - Up to \$1,000 coverage/yr. = \$5.95/mo.
  - Up to \$1,500 coverage/yr. = \$7.95/mo.
- ✓ 30 Day review period.
- ✓ **NO deductibles** – Customer can use the Service Provider of their choice.
- ✓ **Members Only Discounts** - Once their plan is active, customers can call the toll-free number in their welcome kit to receive a discount on top brand appliances for laundry room and kitchen. Discounts can range depending upon the brand and premium vs. standard products.
- ✓ **Convenient/Expert Service**
  - 24/7 Customer Service
  - Access to 18,000 + pre-screened service professionals but customers can also use their own.
- ✓ **Covers the following items:** (See T&C's for more details)
  - **Computers:** laptops, printers, monitors, tablets, networking devices, and desktop
  - **Appliances & Systems:** clothes washer and dryer, microwave, dishwasher, refrigerator, oven/stove/cooktop, and air conditioning
  - **Entertainment:** audio tuner/receiver, speakers, digital cameras, gaming system, television and DVD/DVR BluRay player
- ✓ **Easy Claim Process**
  - Customer locates service provider in their area to perform diagnosis of the claimed item.
  - The claim form inside the welcome kit needs to be filled out along with a company letterhead invoice validating the surge event from the service provider invoice.
  - Customer submits the claim fax, email, or mail.
  - Once a claim is processed, customer will receive a letter of approval or denial
  - If customers have questions or needs assistance, they can contact Cinch at 866-230-4983.
- ✓ **Welcome Kits** will be mailed within 7-10 days after enrollment.
- ✓ **Cancellation – 1<sup>st</sup> 30 days:** Customers can cancel and will not be billed. **After 30 Days:** Customers can cancel and billing will stop. If claim made, customer is responsible for the lesser of the remaining premium for the rest of the year or the amount of the claim.