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AEGON Direct Marketing Services, Inc. Selects Online Insight to Provide Highly Advanced Guided Selling and Market Intelligence Solutions

ATLANTA – May 03, 2005 – Online Insight, Inc., the leading provider of highly advanced guided selling and market intelligence solutions, has announced that AEGON Direct Marketing Services, Inc. (ADMS), the premier direct marketer of life and supplemental health insurance products made available through the member insurers of the AEGON Group, will utilize Online Insight’s eMpower Suite to supply online consumers with the tools they need to select a term life insurance plan that meets their individual needs, enabling the insurers to close more sales, faster, at a lower cost.

Through an interactive conversation with the consumer at the point of influence, Online Insight’s eMpower Suite creates a unique profile for each consumer that captures individual buying motivations, specifically which plan features are most important when making a purchase. Based on the consumer’s profile, Online Insight’s software generates best-fit plan recommendations that directly connect consumers to their stated needs and feature choices, providing the confidence necessary to complete the purchase.

“ADMS is committed to delivering innovative, consumer-driven services that provide our customers with more choice, flexibility and affordability when purchasing a life insurance plan,” said Tom Smith, Vice President of Marketing for ADMS. “Online Insight’s solution will allow us to gain valuable insight into our prospect’s buying motivations, enabling us to offer our customers best-fit policies tailored to meet their specific life insurance needs. This capability will ultimately drive more sales, increasing our top-line revenue, while also strengthening our customer relationships.”

A key component to Online Insight’s solution is eMpower Enterprise, a value-driven module that delivers analytical intelligence on buyer psychology throughout the entire enterprise. Armed with real-time insight into what motivates consumers to purchase their products, ADMS will be better positioned to fully integrate sales, marketing, product development and customer service at the strategic and tactical levels. Combining this business-critical information with eMpower Suite’s innovative and flexible functionality, ADMS can develop more effective, personalized sales and marketing strategies; simulate “what-if” plan scenarios and test them against a virtual focus group; and consistently communicate product value propositions to its prospects and partners.

“Online Insight is shifting the paradigm of how forward-thinking companies like ADMS interact with and assist their customers,” said David Fiacco, President & Chief Operating Officer of Online Insight. “Designed to address all phases of the consumer’s decision-making process, our solution helps companies gain a deep understanding of customer motivations - a critical objective for businesses to succeed in today’s highly competitive marketplace. We look forward to helping ADMS enhance direct marketing insurance products, increase top-line revenues and improve their sales and marketing efforts.”