



## Press/Analyst Contact

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FOR IMMEDIATE RELEASE

## Online Insight Takes the Bronze in PIMA's Marketing Methods Competition

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**The Professional Insurance Marketing Association (PIMA) selected Online Insight as its Bronze Medal winner for the company's innovative end-to-end sales solution for a major healthcare client.**

**ATLANTA – January 5, 2006** – The Professional Insurance Marketing Association (PIMA) recently announced the winners of its prestigious Marketing Methods Competition, awarding the Bronze Medal for an E-Commerce Website Solution to Online Insight, Inc., a leading provider of advanced guided selling and market intelligence solutions. Online Insight's eMpower Suite is a critical part of an end-to-end sales solution being utilized by one of the nation's largest health plan providers to sell Individual healthcare policies.

"The 2005 Marketing Methods Competition winners represent the best-of-the-best in insurance direct marketing," stated Ralph Gill, Director of Communications for PIMA. "Online Insight received the Bronze Medal for its development of an e-commerce website that combines outstanding marketing and creative strategy while delivering significant measurable results."

Utilizing proprietary dynamic dialogue guided selling technology, the eMpower Suite captures buying motivations and preferences from each prospect/customer at the point of interaction and uses this information to guide individuals to the products/services that best fit their specific preferences. Feeling they have found the right product to meet their needs, prospects are more likely to execute a call to action immediately, helping companies to close more sales, faster, at a lower cost. In addition to helping clients drive new revenue, the eMpower Suite provides companies with access to real-time data on buying motivations, which enables them to develop more personalized and relevant sales, marketing and product development strategies that produce measurable results.

"We are thrilled to be selected as a winner in the PIMA Marketing Methods competition," said Online Insight CEO and President, David Fiacco. "The eMpower Suite truly is an award-winning solution that helps companies gain a deep understanding of customer motivations – a critical objective for businesses to succeed in today's highly competitive financial services marketplace."

### About Online Insight

Online Insight is the leading provider of advanced multi-channel guided selling and market intelligence solutions that help companies close more sales by providing consumers with the perceived knowledge, perceived choice and perceived individual fit necessary to complete a call to action with confidence. Beyond guided selling, the eMpower Suite captures first-hand, detailed information on buying motivations and preferences from each prospect/customer at the point of influence. Leveraging this real-time insight on customer needs, companies are better positioned to fully integrate sales, marketing, product development, and customer service at the strategic and tactical levels, resulting in increased revenues and continuous process improvement across all distribution channels. For more information, visit the company's website at [www.onlineinsight.com](http://www.onlineinsight.com).

## About PIMA

The Professional Insurance Marketing Association (PIMA), in its 31st year and still growing, is the nation's premier association for insurance marketers and consists of third-party broker administrators, insurance carriers, and allied business partners involved in the direct marketing of insurance products. Founded in 1975 as a not-for-profit organization, PIMA provides educational conferences, legislative updates, networking opportunities, publications and manuals to all those whose primary business is insurance marketing. For information on membership or the 2006 Annual Meeting in Naples, Florida, visit the PIMA Web site at [www.pima-assn.org](http://www.pima-assn.org) or call 817-569-PIMA.

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