



Growth

Data-Driven Customer Acquisition
Solutions for Insurance



As an insurance marketing leader, you are responsible for acquiring new customers and maximizing revenue. The challenge lies in targeting and pricing prospects based on the value they bring. The stakes are high, and the competition is fierce, but with the right partner, you can rise above these challenges and achieve remarkable growth.

Why You'll Love Working with Us

At Kissterra, we specialize in connecting auto and home insurance shoppers with the largest insurance carriers in the United States. We own and operate the premier marketplace for auto and home insurance, attracting tens of thousands of insurance shoppers daily.

What sets us apart is our technology. Leveraging AI and sophisticated machine learning algorithms, our platform provides unparalleled granular campaign analytics for optimizing lead acquisition. This means we don't just gather long-form data; we turn it into actionable insights for real-time, strategic bidding on clicks and leads.

The best part? You'll have all the data and tools at your fingertips to make informed decisions. This means you can avoid buying leads in bulk from a black box and align your spending on targeting and acquiring shoppers relative to their LTV - all this with a level of detail you've never seen before!

Key Benefits



High Intent Connections

Generate high intent click and leads from all 50 states, 100% sourced through owned & operated properties.



Real-time Campaign Management

Real-time, granular campaign data for tailored, tailored targeting, filtering, volume and scheduling.



Smart Bidding, Smarter Results

Our machine learning models are like having a performance marketing genius on your team.



Trust and Compliance

We play by the rules, ensuring a safe journey for your customers, and a risk-free journey for you.

Access Millions of Insurance Shoppers, Engage the Right Ones



Trusted by the World's Leading Insurance Organizations



What Our Customers Have to Say

“Over the course of five quarters, we amped up our marketing investment by an impressive 465% and managed to slash the cost per insurance shopper by 21%, all thanks to the strategic insights and tools from Kissterra Growth.”

A Tier One U.S. Insurance Carrier