mobile.de Vehicle Insurance Insights

Studiensteckbrief
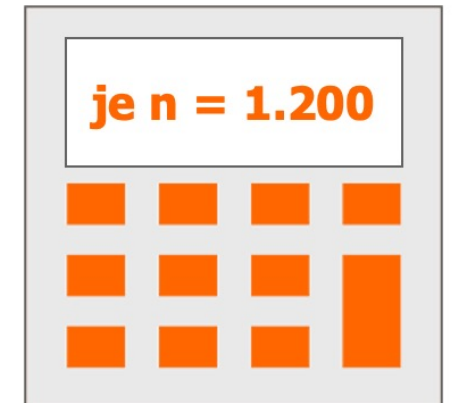
seit SEP 2019

MONATLICHE WELLEN

24 VERSICHERUNGS-MARKEN

ONSITE-BEFRAGUNG AUF

mobile.de

je n = 1.200

DURCHFÜHRENDES INSTITUT

DCORE
WIR FORSCHEN FÜR MEDIEN

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mobile.de Vehicle Insurance Insights

What does it mean?

- We collect data on the image of relevant vehicle insurance brands in the German market among mobile.de users

- We learn from our users which services are most important

- Age, income, gender, the reason of use, etc. can be an analyzed

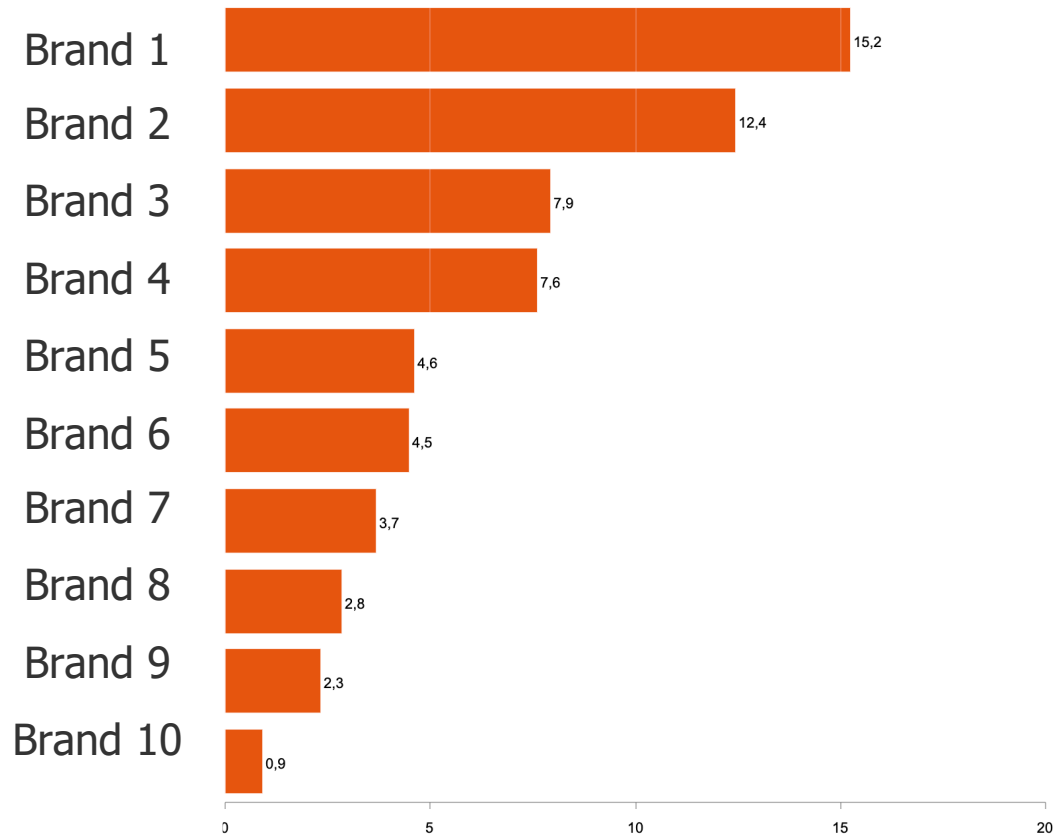- Regulary changing Addition Insights gives you more detailed information about your target group

➡ **Find out how your brand performs and get closer to your target group**

*ADAC Versicherung, Allianz, ARAG, AllSecure, AXA, Continentale, Cosmos Direkt, DaDirekt, Debeka, DEVK, ERGO, Europa Versicherung, Gothaer, Generali, HUK Coburg, HUK24 Provinzial, Signal Iduna, VHV, WgV, Württembergische, R+V, Verti, FRI:DAY (Stand: Oktober 2022)

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From which brand is your current insurance?

Gives you insight into the market share

Brand	Value
Brand 1	15,2
Brand 2	12,4
Brand 3	7,9
Brand 4	7,6
Brand 5	4,6
Brand 6	4,5
Brand 7	3,7
Brand 8	2,8
Brand 9	2,3
Brand 10	0,9

How old are you?

Age can be clustured by each insurance brand

We have also Data on income and gender

Age group	Value
18-29 Jahre	20,0
30-39 Jahre	15,3
40-49 Jahre	19,8
50-59 Jahre	29,5
60-69 Jahre	12,3
70 Jahre und älter	3,1

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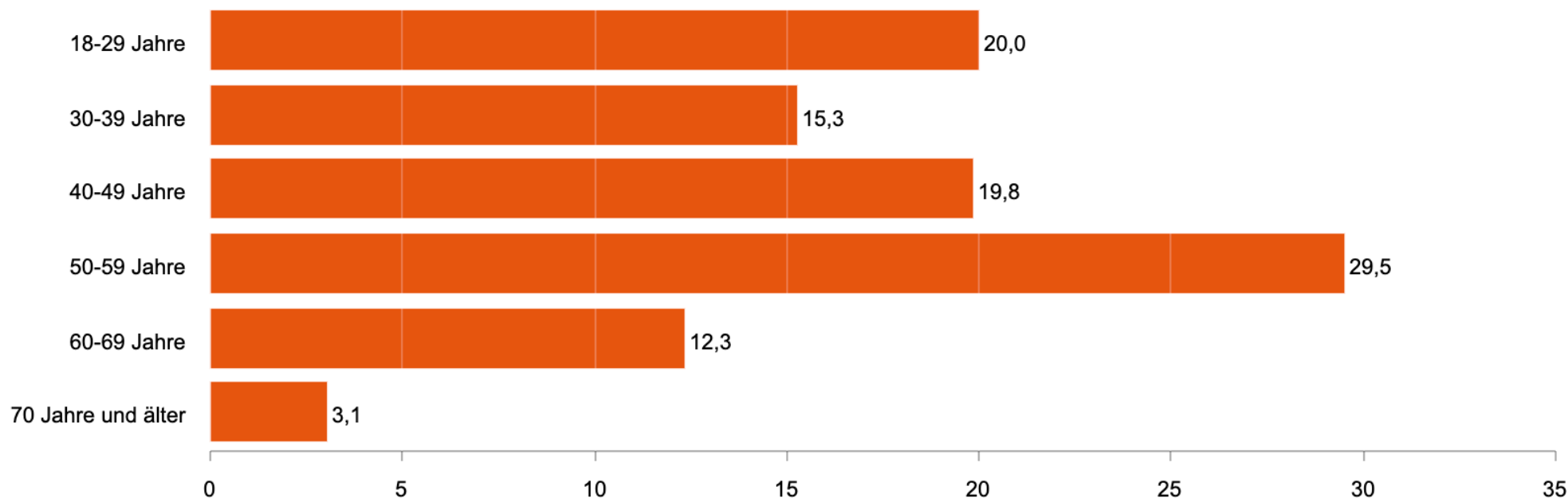
How important are the following features for a vehicle insurance?

Find out wich features are most important
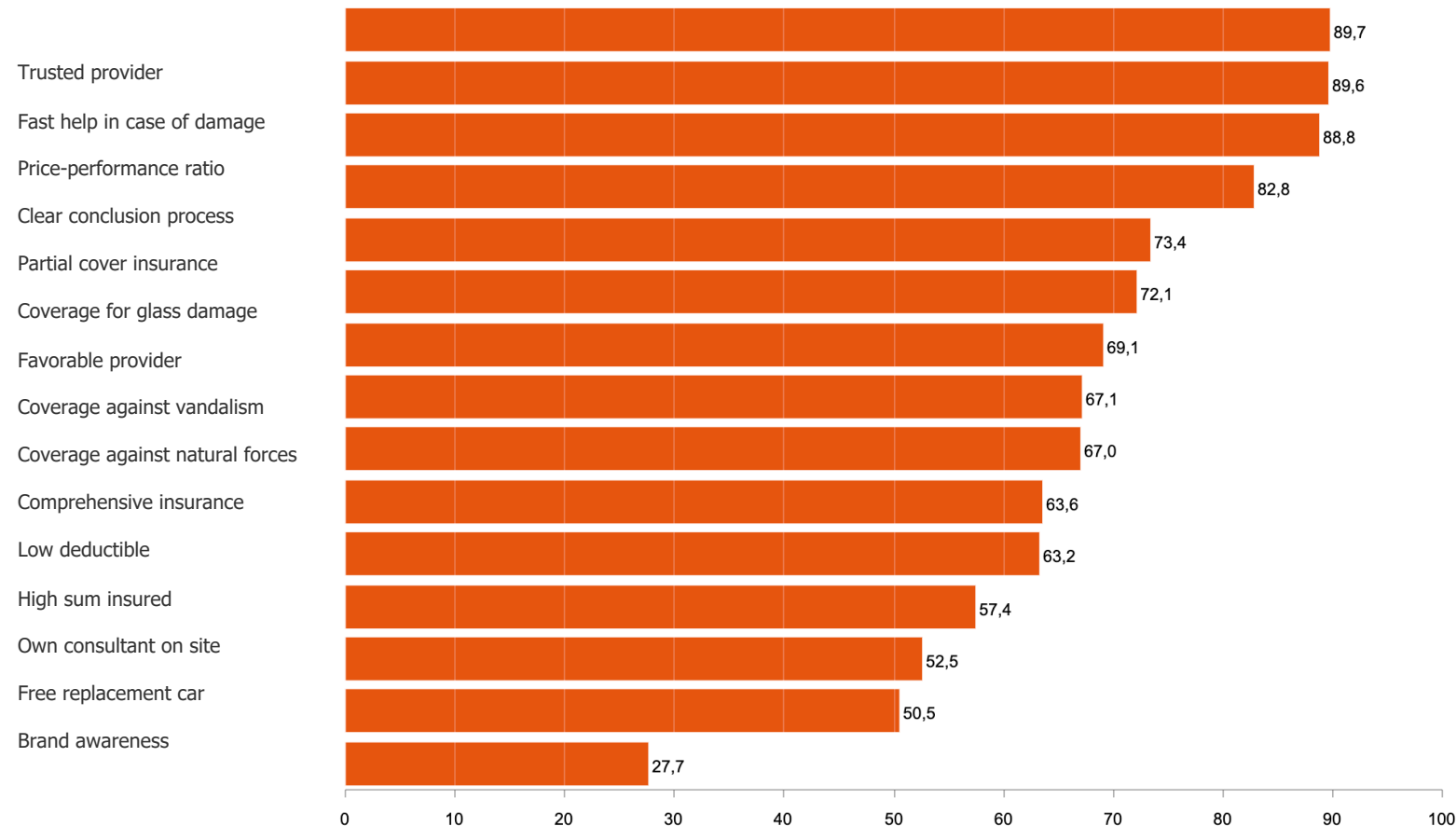
Feature	Value
Trusted provider	89,7
Fast help in case of damage	89,6
Price-performance ratio	88,8
Clear conclusion process	82,8
Partial cover insurance	73,4
Coverage for glass damage	72,1
Favorable provider	69,1
Coverage against vandalism	67,1
Coverage against natural forces	67,0
Comprehensive insurance	63,6
Low deductible	63,2
High sum insured	57,4
Own consultant on site	52,5
Free replacement car	50,5
Brand awareness	27,7

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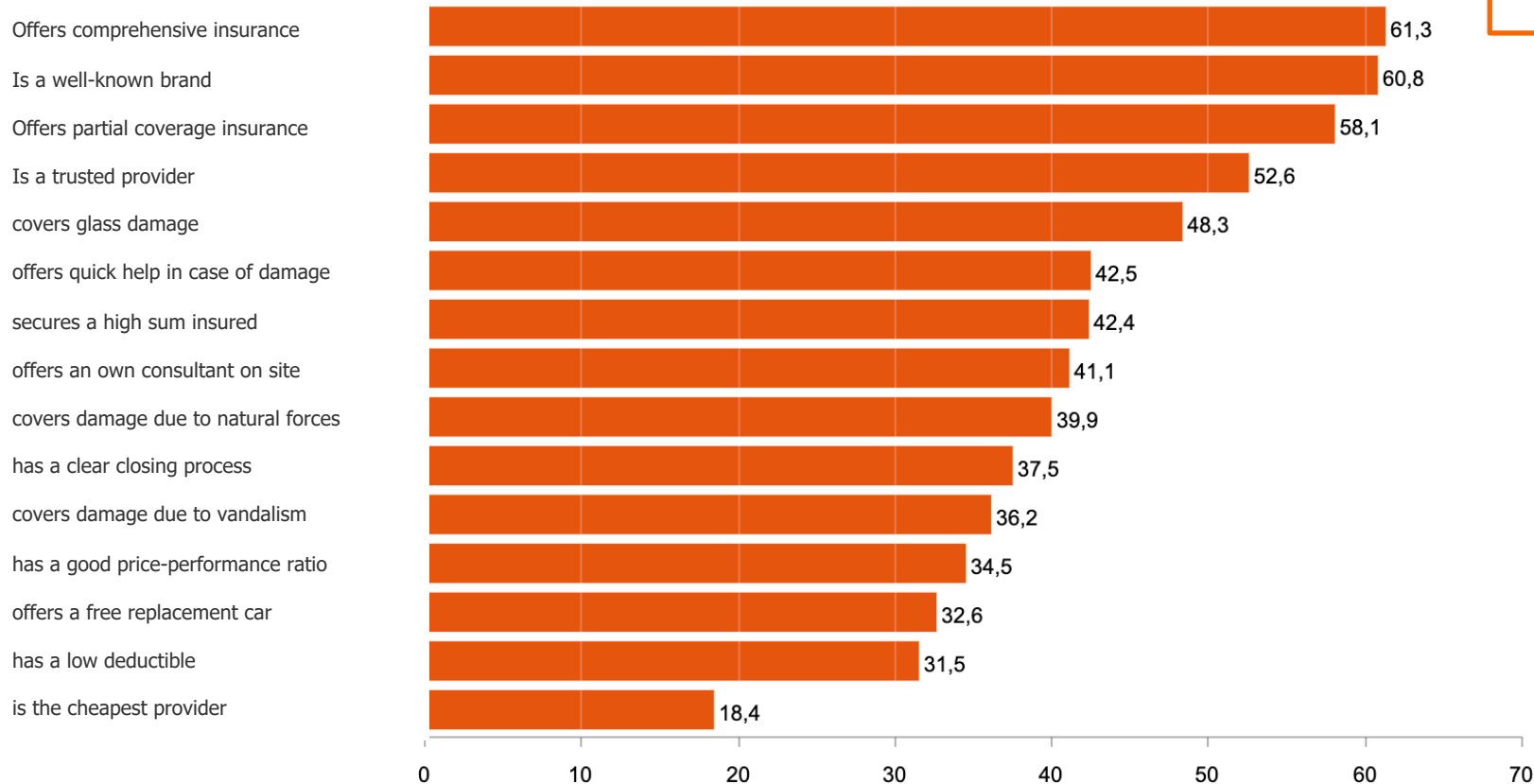
How likely are you to recommend your current insurance brand to other?

Look at your NPS score

Brand	NPS score
	13,8
Brand 1	12,8
Brand 2	8,5
Brand 3	7,6
Brand 4	7,3
Brand 5	7,3
Brand 6	6,3
Brand 7	6,1
Brand 8	6,0
Brand 9	5,9
Brand 10	5,8
Brand 11	5,7
Brand 12	5,5
Brand 13	5,5
Brand 14	5,3
Brand 15	5,2
Brand 16	5,1
Brand 17	5,1
Brand 18	5,0
Brand 19	4,8
Brand 20	4,2
Brand 21	4,0
Brand 22	3,8
Brand 23	3,5
Brand 24	0,0

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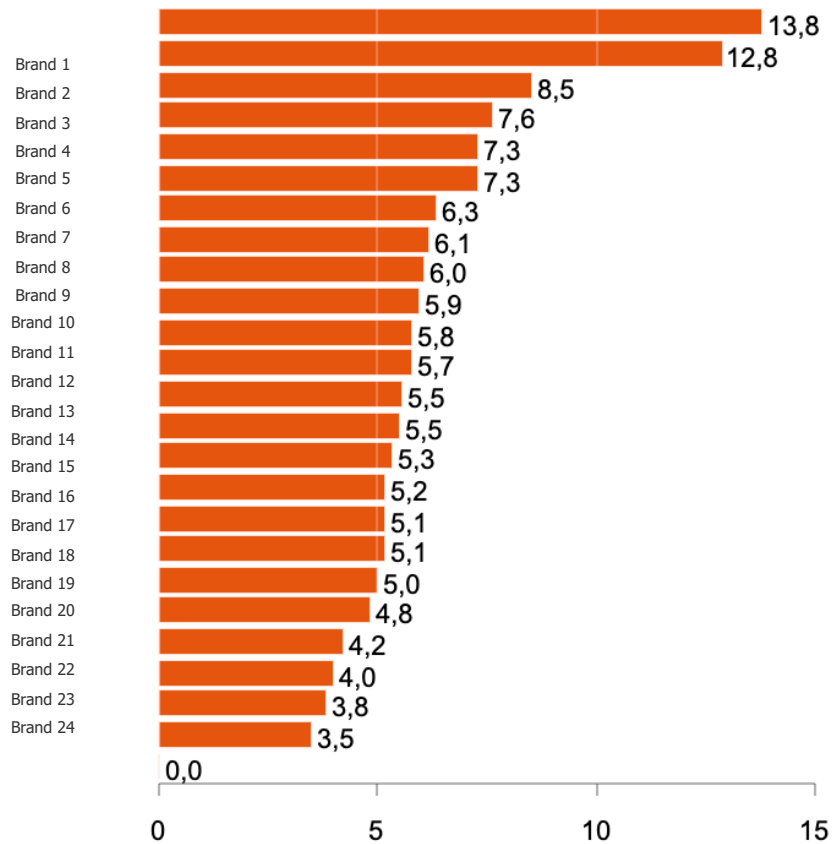
What are the reasons for you to switch your insurance

Only 10% see the 30.11 as an occasion

Reason	Value
Bad experiences, e.g. regulation in the event of damage	42,9
Purchase of a car	41,2
Attractive offer (price-performance ratio)	40,2
Increase of the current premium	37,9
Insufficient service or advice	32,7
All insurances with one provider	15,7
Change to 30.11	10,7
Other	3,1
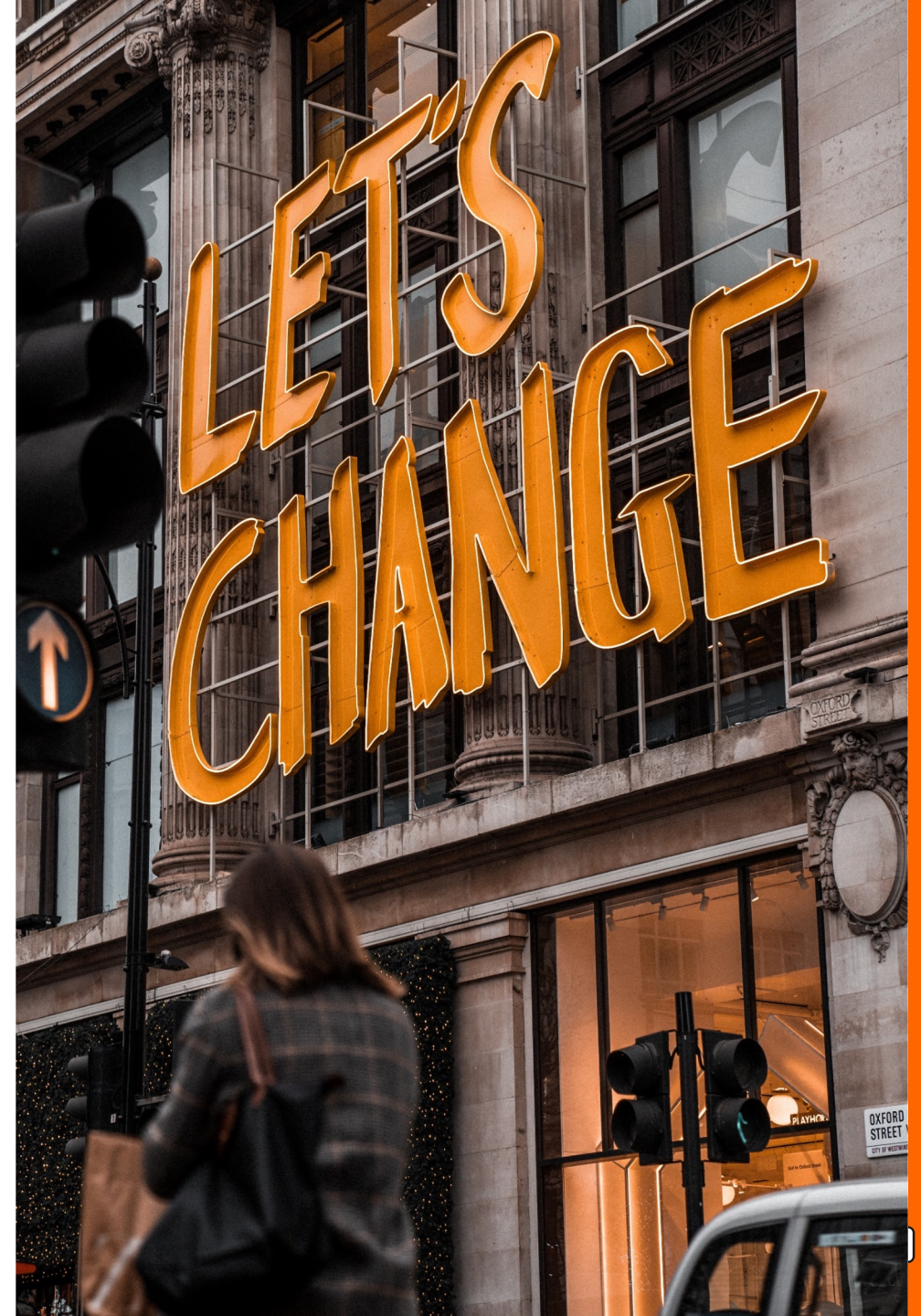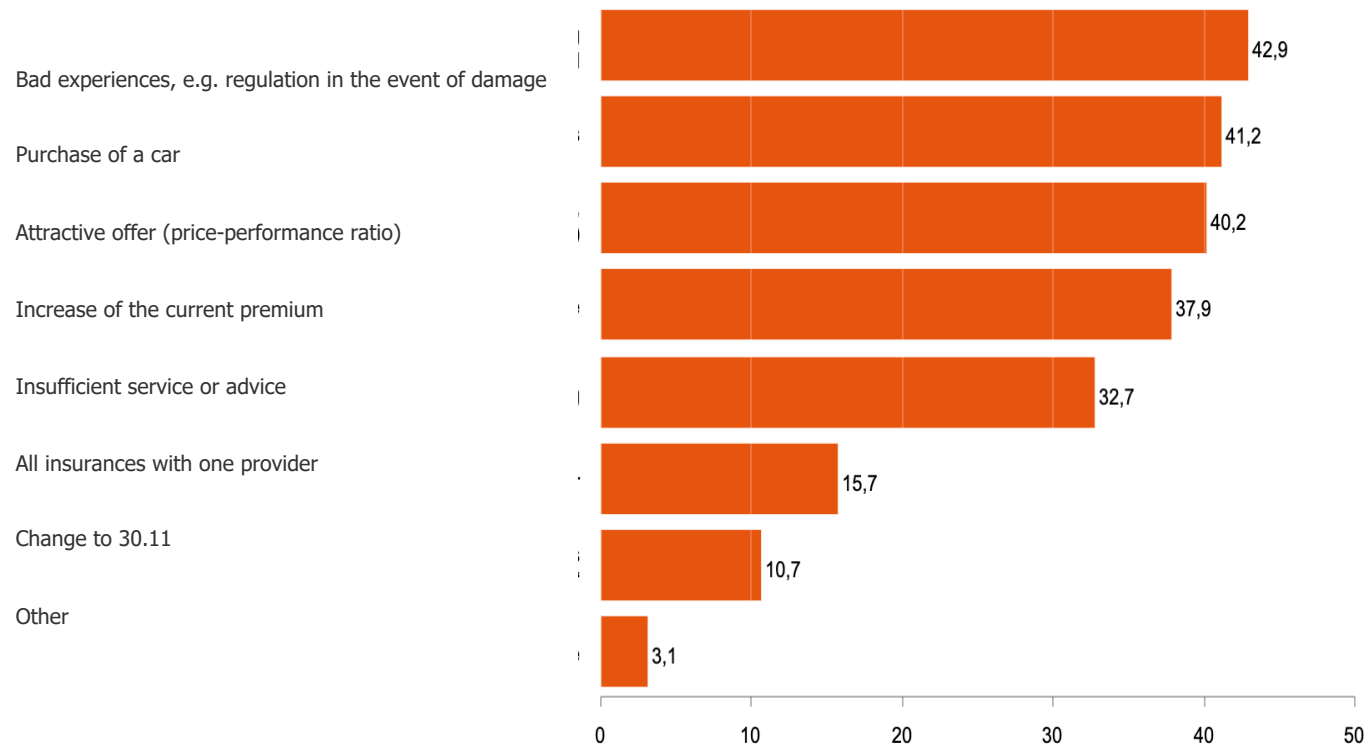
For further Questions get in touch with us!