



# Insurance Company

## Products

- Auto Services
  - Roadside Assistance
  - Motor Club
- Financial
  - Annuities
  - College Savings
  - Supplemental Health Insurance
  - IRAs
  - Life Insurance
  - Mutual Funds
  - ...
- Property
  - Condo
  - Homeowners
  - Renters
  - ...
- Insurance
  - Autos
  - Boats
  - Commercial Vehicles
  - Motorcycles
  - Motorhomes
  - Snowmobiles
  - ...
- Transportation
- Coverages
- ...

## Audience

- Demographic
  - Seniors
  - ...
- Funnel Position
  - Lower
  - ...
- ...

## Actions

- Account Maintenance
- Claims
- Quotes
- ...

## Geographic Location

- Region
- State

## Topics

- Buying & Selling
- Events
- Natural Disasters
- ...

## Corporate

- Foundation
- Earnings
- Employment
- ...

## Content Types

- Articles
- Blog Posts
- Reports
- ...