

## BillAdvisor – Key Notes and Points

**What BillAdvisor Does** – We’re a personal shopping service centered on all of your monthly recurring services. Items like TV, internet, cell phone, energy, auto and home insurance are the most common and the ones we promote. Consumers sign up for a new service, and over time their bill goes up as promotional credits / contracts end, prices go up, etc. We take our customer’s bills and shop for them, both today and in the future. We shop both with the existing provider, and looking for new providers that may please the consumer. Ultimately, we run the show but the consumer still controls their choices.

This isn’t a one-shot deal. We monitor your bills and discounts over time, so that you save money again in the future. For example, if we save you money on your auto insurance, that will typically renew in 6 months. We will shop again for you in 6 months without needing your interaction. We do the same for electricity (as contracts expire), and help maintain time-bound discounts that we negotiate on other providers. We also watch the marketplace for new deals that could be of interest, and present those to the consumer.

**How Does BillAdvisor Get Paid** – We’re a subscription service that is \$12.99 per month.

**Does BillAdvisor Guarantee Savings?** For new radio customers, we guarantee the first \$150 of savings, and this is a frequent part of radio spots. We position this around the core promotion, which is **\$12.99 per month, and if we can’t save you what you’ve paid us, we’ll give it all back.**

**What does the average customer save?** Of course this varies, but our average savings is over \$830 per year. We’ve had hundreds of customers save over \$1,000.

**What are the primary calls to action?** We have two ways to contact us. Consumers can visit BillAdvisor.com or they can text the word BILLS – B-I-L-L-S – to 313131. We’ve found success with both, and casting a wide and varied net here has proven successful. **I’d like to see the website and text in each spot.**

**What’s the best copy you’ve run?** The best copy we have is our “Weekly Winner” spot, which we currently run every Wednesday and occasionally on Fridays. We provide radio hosts with the three biggest winners from the week before, and how much they saved. This has helped galvanize the product and provide necessary social proof.

**Questions?** – If any student has an idea of something they want to run, but we haven’t provided the answers here, they can reach out to us and we’re glad to provide that information. For questions email [connie.hill@thegosolution.com](mailto:connie.hill@thegosolution.com)