

CONSUMER RECRUITMENT LETTER

Dear Consumer,

My name is James Shiver, and I am currently a doctoral student at Trident University International. I am conducting research for my doctoral study project to examine digital marketing and consumer behavior related to independent insurance and financial services professionals. In completing this study, I will conduct questionnaires and interviews of recent ChoiceLifeQuote.com website visitors (within the past 12 months). As a recent website visitor, you are able to provide useful insight for this research, and I invite you to consider participating..

Research Participation (Consumer Questionnaire):

If you are willing to participate in this study, a link to a SurveyMonkey consumer questionnaire will be provided to you via e-mail or direct link. The consumer questionnaire should take no more than 15 minutes to complete. You will also be offered an opportunity to participate in a consumer follow-up interview. The results of the research will remain confidential and will only be used for this study. There are no risks or harms of any kind for participating in this study.

Benefits of Participating:

Participating in this study may help improve understanding of digital marketing and consumer behavior by the target organization. This study is intended to benefit both consumers and ChoiceLifeQuote.com through better meeting consumer needs and increasing online market share. Participants will not be compensated for participating in this research study. However, a donation of \$20 will be made to a local veterans' charity for each study participant.

How to participate:

If you are interested in participating, please complete the consumer questionnaire at <https://www.surveymonkey.com/r/FM83HBJ> no later than June 20, 2021. You can also contact James Shiver at james.shiver@my.trident.edu.

If you have any questions about the research, please contact:

James Shiver: Principal Researcher, Dr. Mark Young: Doctoral Study Chair, or the Institutional Review Board. I can be reached by e-mail at james.shiver@my.trident.edu. Thank you in advance for the assistance!

Cordially,

James Shiver
Doctoral Student



Complete Questionnaire