



## Global Consumer Study of the Prepaid Market Reveals ... *Protection Matters.*

**Assurant Solutions** is dedicated to obtaining consumer insights that help industry leaders prepare for the future. Our recent study reveals a strong connection between consumer willingness to upgrade to more feature-rich mobile options and the offer of device protection.

Today, operators are looking for new ways to optimize the lifetime value of their existing subscribers by introducing more feature-rich devices and data plans. We conducted an omnibus study of 4,200 monthly prepaid and pay-as-you-go mobile phone users in eight countries including Argentina, Brazil, China, Germany, Italy, Mexico, the United Kingdom and the United States. Responses revealed that all types of prepaid consumers value protection for their mobile devices. And they also indicated that the offer of protection would positively influence their decision to upgrade to a higher-end, feature-rich device. Going forward, adding device and data protection to your offering will play a key part in unlocking the potential of every subscriber in your network.

Assurant Solutions offers one of the most comprehensive suites of mobile service offerings available today. Our decades of experience, global reach, solid financial backing and close ties to market leaders give us a deep understanding of the protection industry and a passion for the real value these programs bring to leading carriers and the customers they serve.

For more information about our study, contact us at [mobileprotection@assurant.com](mailto:mobileprotection@assurant.com)

*Assurant Solutions' businesses develop, underwrite, market and administer mobile device protection, extended service contracts, specialty insurance, preneed insurance and other risk management solutions through collaborative relationships with client partners around the world. Assurant Solutions Mobile Services offers unparalleled support for mobile industry leaders, world-class service for mobile consumers and the ability to recognize, adopt and leverage mobile trends. We perform as a trusted advisor to our clients, exploring every avenue to help you grow stronger, build revenue and nurture loyal, lifelong relationships with your subscribers.*

There was a **21%** lift in the numbers of feature phone users willing to upgrade to a smartphone once device protection was offered.

**53%**  
of all prepaid consumers consider protection **Important or Extremely Important.**

**67%**  
of smartphone owners would upgrade to a higher-end device if offered protection.



\*Results based on a 2012 international study conducted by Assurant Solutions.