

# Progressive Insurance makes "InformationWeek" Elite 100 List for the 15th consecutive year, uncovering a digital answer in Big Data

MAYFIELD VILLAGE, Ohio — April 2, 2014 — Progressive® Insurance today announced that it ranks 86th on this year's InformationWeek Elite 100—a list of the top business technology innovators in the U.S. The company is recognized for an on-going effort to analyze and extract value from Big Data to find the most efficient way to spend its media budget and maximize the several billion impressions it serves through online advertising. Progressive applies the same analytical approach it uses in other areas of the business to drive its ad placements.

"With a company of our size, it's a given that we have an enormous amount of information to sift through, and there's a lot on the line. We're in a highly competitive industry that works hard to attract and retain customers," said Ray Voelker, CIO of ProgressiveInsurance. " Progressive's TV advertising strategy blankets the market and digital advertising gives us the opportunity to be more targeted with our ad buying strategy. Big Data and digital solutions allow us to find consumers where they are and engage with them in a way that's meaningful and helpful."

This is InformationWeek's 26th year identifying and honoring the nation's most innovative users of information technology. For 2014, this assessment was narrowed to a more elite 100 organizations. The InformationWeek Elite 100 research tracks the technology-based investments, strategies, and results of some of the best-known organizations in the country.

Additional details on the InformationWeek Elite 100 can be found online at <http://www.informationweek.com/elite100>.

#### *About Progressive*

The Progressive Group of Insurance Companies makes it easy to understand, buy and use auto insurance. Progressive offers choices so consumers can reach it whenever, wherever and however it's most convenient—online at [progressive.com](http://progressive.com), by phone at 1-800-PROGRESSIVE, on a mobile device or in-person with a local agent.

Progressive also offers insurance for personal and commercial autos and trucks, motorcycles, boats, recreational vehicles, as well as home insurance through select carriers. It's the fourth largest auto insurer in the country, the largest seller of motorcycle insurance and a leader in commercial auto insurance. Progressive also offers car insurance online in Australia at <http://www.progressiveonline.com.au>.

Founded in 1937, Progressive continues its long history of offering shopping tools and services that save customers time and money, like Name Your Price®, Snapshot®, and Service Centers.

The Common Shares of The Progressive Corporation, the Mayfield Village, Ohio-based holding company, trade publicly at NYSE:PGR.

#### *About InformationWeek*

For more than 30 years, InformationWeek has provided millions of IT executives worldwide with the insight and perspective they need to leverage the business value of technology. InformationWeek provides CIOs and IT executives with commentary, analysis and research through its thriving online community, digital issues, webcasts, proprietary research and live, in-person events.

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