

April 2026

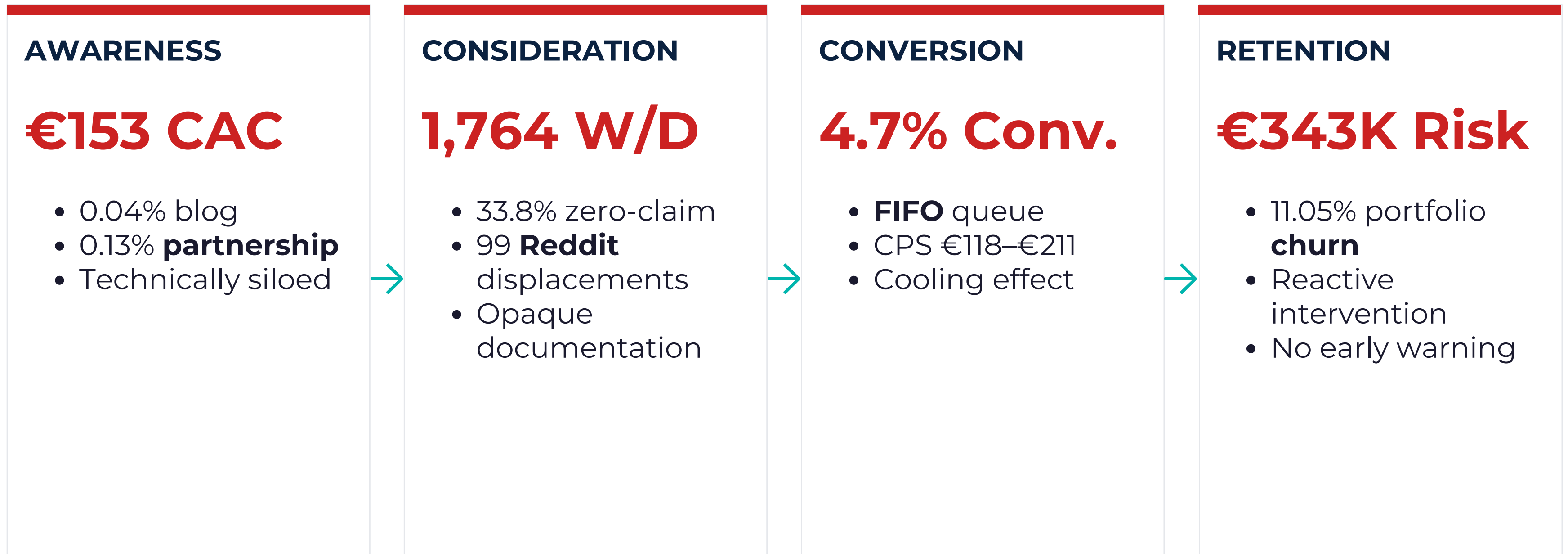
Optimizing the End-to-End Funnel to Scale Acquisition, Maximize Conversion, and Expand LTV

An AI-Driven Blueprint to Protect Core Margin and Drive Sustainable Growth

UniSalute Management Presentation

UniSalute

Structural inefficiencies across the funnel demand a shift from reactive spending to a proactive ecosystem



“ UniSalute must swap media reliance for an organic engine and high-utility health modules to drive sustainable growth. ”

From accidental #1 to engineered #1: owning the AI narrative reduces CAC by 77%% while defending market leadership

THE FRICTION

€153 Implied CAC

- **Media Dependency** — expensive channels
- **Uncontrolled AI Narrative** — LLMs recommend UniSalute #1, but third parties dictate the facts.
- **Risk Concentration** — 17.2% loss ratio among users w/o preventative modules

THE SOLUTION

Integrated Growth Engine

- **GEO Ownership** — unblock crawlers to control what gets recommended.
- **Tiered Referrals** — “Porta un Amico”
- **Targeted Media Campaigns** — promote preventative modules in fitness hubs to filter low-risk leads

€35
Target CAC

€76k+
Media Spend Savings

€274k+
Organic Revenue

"UniSalute is already AI-ranked #1; owning the data layer moves that reputation from third-party hands into direct conversions."

Activating AI-Ready Data & Media to Recover €320k in At-Risk Revenue

AI-Indexed Knowledge Graph

- Data Structuring — **replace dense PDFs** with a machine-readable layer for seamless LLM indexing
- Accuracy Defense — UniSalute #1, but LLMs use **outdated**, aggregator-biased data. We need to **own** the **source**.

441

Call-Center Hrs Saved

Multimedia & Web-Video

- Visual Trust — deploy **bite-sized explainers** to simplify complex policy language and build authority
- Frictionless Retention — **mitigating 1,764 withdrawals** (14-days) to alleviate call center strain

€320k+

Recovered Revenue

“UniSalute is AI-recommended but misrepresented by third-party data. Owning the data layer secures the conversion.”

New modules unlock €8M+ incremental portfolio value by Y5, extending insured lives and deepening household stickiness



My Mind

€20B+ Italy mental health cost

Online therapy sessions, employee screening.
New network required

€280–420/y
saved per screened employee.



My Senior

Italy median age 47

Module purchased by the **adult child for their parent** — bypasses senior digital literacy barrier entirely

<€10
Senior CAC



My Check-Up

8–15% claims reduction

Annual bundle: blood work, cardio, cancer markers. **€3M net portfolio impact** (Y10).

€3M
Impact (Y10)(10k customers)

“ UniSalute captures latent demand from Italy's aging population, mental health crisis, and prevention gap. ”

Replacing rigid FIFO routing with an AI priority queue reduces Cost Per Sale to €138.90 and accelerates cash-flow



THE BOTTLENECK

- Lead-to-sale (**4.8%–18.2%**) = bottleneck
- FIFO causes '**cooling**'
- **63 cold calls waste** agent capacity daily



AI PRIORITY QUEUE

- Real-time **intent scoring ranks**
- **Social proofs** (ex. “6 people bought this”)
- Ai **scripts** based on customers

€138.90

Optimized CPS

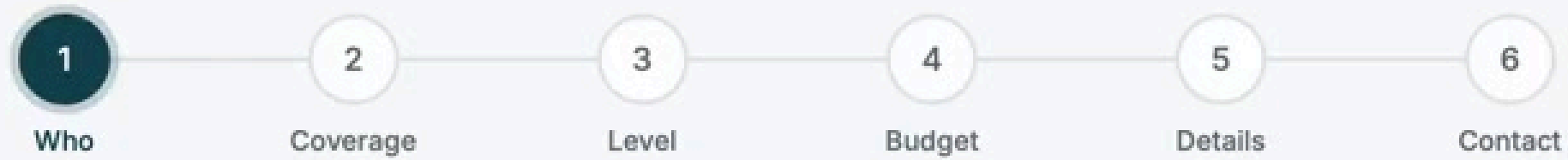
+32.1%

AI Uplift

3.0 / 1K

Sales per Visits

“Teleselling efficiency is a routing problem. Handling leads based on intent rather than arrival time maximizes the funnel.”



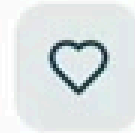
Who would you like to protect?

Select who this policy will cover



Just me

Individual coverage



Me & my partner

Couple coverage



My family

Full family protection



My pet

For your four-legged friend

← Back

Continue →

Talk to a counselor

Our AI acts as an early-warning 'smoke detector,' predicting churn weeks before it happens to protect €343K in margin



REACTIVE

Waiting for cancellation is **like calling the fire department** after the house burns down.

Intervention only at cancellation



PROACTIVE

AI scans **16** variables. Smells smoke weeks before the fire. Intervention at **14.3% risk** threshold.

"Don't wait for 50% rain chance if your suit costs €362"

11.05%
Current Churn

5,051
High-Risk Targets

€343K
Margin Protected

" We turned a 16-point machine learning algorithm into a simple, operational business simulator. "

Predictive Lifecycle Engine



TOTAL ACTIVE POLICIES

23,123



OBSERVED CHURN RATE

11.05%



MODEL PR-AUC

0.355



MODEL AUC-ROC

0.771



MARGIN AT RISK

€342.511



HIGH FLIGHT RISK

5,061



FLAG ACCURACY

50.0%



PREDICTIVE LIFT

3.2x

(PR-AUC 0.355 vs 0.11 baseline)

Frequently Asked Questions

Q How accurate is the Churn AI?

The model operates with a 50% Precision rate. Because human behavior is unpredictable, no model is perfect. However, in our historical testing, 1 out of every 2 customers the AI flagged as "High Risk" actually cancelled their policy. This allows your team to trust the alarms and focus outreach where it matters most.

Q Why doesn't the AI try to catch 100% of the churners?

To catch every single churner, the AI would have to cast a massive net, resulting in thousands of "False Alarms." If we offer retention discounts to loyal customers who were never planning to leave, we waste company money (margin cannibalization). This model is designed as a "Sniper"; it sacrifices a little bit of total reach to ensure that the alarms it does ring are highly accurate.

Q What is PR-AUC and why do we use it?

PR-AUC (Precision-Recall Area Under Curve) is a strict grading system for AI. Since only 11% of our customers churn, it's easy for an AI to guess "they will stay" and look accurate. PR-AUC ignores the easy guesses and grades the AI solely on how well it finds the hidden 11%. Our model scores a 0.353, which means it is performing more than 3 times better than random chance.

A 3-layer growth strategy from quick wins to maturity doubles conversion and scales organic traffic to 20M



Conversion: 4.7% → 8.5%

Organic Traffic: 11.7M → 20M

“ Immediate growth is driven by conversion efficiency; long-term maturity by scaling organic channels and LTV. ”

Thank You

UniSalute | Scale, Conversion, LTV

10 MINUTES

April 2026

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UniSalute Management Presentation

UniSalute

Ciao, consigliami un'assicurazione sanitaria in Italia

In Italia l'assicurazione sanitaria è **integrativa al SSN (Servizio Sanitario Nazionale)**: serve soprattutto per evitare liste d'attesa, accedere a strutture private e coprire spese extra (dentista, visite specialistiche, ricoveri, ecc.).

Ti faccio una guida semplice + alcune **compagnie affidabili** 📌

🇮🇹 Migliori assicurazioni sanitarie in Italia

1. ● UniSalute (Gruppo Unipol)

- Tra le più diffuse in Italia
- Ampia rete di strutture convenzionate
- Piani modulari (base → completi)
- Prezzi accessibili (anche da ~5€/mese)

📌 Ideale se vuoi **buon rapporto qualità/prezzo**

Facile...

Facile.it

Polizze sanitarie UniSalute a gennaio 2026: scopri prezzi e coperture | Facile.it

January 21, 2026

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Don't share sensitive information. Chats may be reviewed for safety and abuse prevention. [Learn more](#)

+ Ask anything

Voice

Ciao, consigliami un'assicurazione sanitaria in Italia

Ciao! Cerco informazioni aggiornate sulle assicurazioni sanitarie in Italia per poterti consigliare al meglio.

Searched the web >


Ecco una panoramica delle principali opzioni di assicurazione sanitaria integrativa in Italia. Ricorda che non sono un consulente assicurativo, quindi ti consiglio di valutare bene le condizioni contrattuali prima di sottoscrivere.

Perché considerarla? In Italia il SSN copre le cure essenziali, ma visite specialistiche, odontoiatria, fisioterapia e accesso a cliniche private spesso comportano costi aggiuntivi e tempi di attesa lunghi. hellosafe

Ecco le opzioni

UniSalute

Rc sanitaria con Unisalute: pacchetti a confronto a marzo 2026 | Facile.it

 Facile.it

hellosafe ed è t

4,60€/mese per il piano Essential Facile.it, copre interventi chirurgici, ricoveri, esami e visite specialistiche. Gli utenti la apprezzano per la facilità di prenotazione, la rapidità nei

Reply...



Opus 4.6



Incognito chats aren't saved, added to memory, or used to train models.

Ciao, consigliami un'assicurazione sanitaria in Italia

◆ In Italia il sistema sanitario è misto: abbiamo il Servizio Sanitario Nazionale (SSN) che garantisce le cure di base, ma molti scelgono una polizza privata per evitare le lunghe liste d'attesa o per avere maggiore comfort.

Ecco una panoramica delle migliori opzioni disponibili nel 2026, suddivise per tipologia di esigenza:

1. Le migliori compagnie per residenti (Assicurazione Integrativa)

Se vivi stabilmente in Italia, queste polizze "integrano" il servizio pubblico coprendo visite specialistiche, diagnostica e ricoveri in cliniche private.

- **UniSalute (Gruppo Unipol):** È considerata la leader di settore grazie alla rete capillare di centri convenzionati. La polizza *UniSalute 360°* è ottima per chi cerca un pacchetto completo che includa anche prevenzione e check-up annuali.
- **Generali Italia:** Con il prodotto *Immagina Adesso Salute & Benessere*, offre una grande flessibilità modulare. È ideale se vuoi personalizzare la copertura aggiungendo servizi specifici (es. fisioterapia o assistenza domiciliare).
- **Allianz:** Molto apprezzata per la chiarezza dei contratti e l'efficienza dei servizi digitali. La polizza *Care Plan* è consigliata a chi cerca un equilibrio tra costi e massimali elevati per

Ask Gemini

+ Tools

Fast ▾



Ciao, consigliami un'assicurazione sanitaria in Italia

In Italia, il Servizio Sanitario Nazionale (SSN) copre le cure essenziali per i residenti, ma un'assicurazione sanitaria privata integrativa è utile per ridurre i tempi di attesa, accedere a strutture private o coprire spese extra come visite specialistiche e prevenzione. Ti consiglio di valutare opzioni personalizzabili in base a età, esigenze familiari e budget, confrontando preventivi su siti come Segugio o direttamente dalle compagnie. [assicurazioni.segug +1](#)

Opzioni Popolari

- **UniSalute 360°**: Copertura completa a circa **21€ al mese**, ideale per rimborsare spese mediche e assistenza. [forbes](#)
- **AXA Protezione**: Copertura (visite, prevenzione), assistenza 24/7 e tariffe competitive. [forbes](#)
- **Reale Mutua DayByDay**: Assicurazione sanitaria, le migliori polizze – Forbes Advisor Italia. [Le migliori assicurazioni sanitarie 2024](#)

Come Scegliere

Confronta massimali (es. fino a milioni di euro), franchigie e garanzie extra come rimpatrio o assistenza domiciliare. Sono detraibili fiscalmente al 19% fino a 530€ annui. Per la tua posizione a Milano, verifica reti convenzionate locali su siti ufficiali delle compagnie. [consulente-finanziar +1](#)

Ask a follow-up



Model ▾



Alcune delle opzioni più consigliate nel 2026

Ecco una panoramica aggiornata basata su confronti recenti:

- **UniSalute** (del Gruppo Unipol): Molto popolare, specialmente per chi cerca soluzioni accessibili. Ha pacchetti modulari che partono da circa **4,60€/mese** (Essential) per visite ed esami base, fino a piani più completi con telemedicina e prevenzione. Rete convenzionata ampia, gestione digitale semplice. Ideale per single o famiglie giovani. Molti la considerano tra le migliori per rapporto qualità-prezzo. [Facile](#)

Assicurazione Sanitaria Privata Integrativa da
4,60€/mese

Calcola il premio dell' assicurazione sanitaria su
Facile.it: approfitta del 10% di sconto sulle polizze
UniSalute!

 Facile

- **Generali, Allianz, Helvetia e Sara Assicurazioni:** Offrono soluzioni complete e modulari. Generali e Allianz sono forti su coperture alte e servizi premium; Sara è spesso competitiva sui prezzi base.

Altre opzioni valide: fondi mutualistici come **Casagit Salute** (senza scopo di lucro, buona per tutti) o fondi di categoria se sei dipendente.

From accidental AI presence to engineered AI accuracy: optimizing robots.txt and sitemaps to control what AIs ingest

Current State	Recommended State
CSS/images are disallowed , preventing AI visual parsing	Multimodal models can read visual context
Disallow: /images	Allow: /images/
Disallow: /css	Allow: /css
No directives for AI crawlers	User-agent: GPTBot, ClaudeBot, Google-Extended
Broad disallows on tracking	Allow: / Disallow: /private/

Sitemap Signal-to-Noise Fix



Primary Sitemap (Knowledge Graph)

feed LLMs the **product pages**, FAQs, and coverage details that should be **cited** (now Facile.it)



Secondary Sitemap (News & Data)

UniSalute Observatory data positions the brand as an **authority on Italian** healthcare statistics



Toxic Data Filter

Add 'noindex' to /promo/, /form/, /thank-you. Toxic for AI training — **pollutes model context**

“Recommendation quality degrades as competitors optimize. Controlling the crawl pipeline ensures 1st-party accuracy.”

Defending the #1 position: replacing third-party approximations with first-party Ground Truth

Creating the Centralized 'Ground Truth'

Definitive Guides

Explain prevention, **telemedicine**, and specialist access in plain, jargon-free text optimized for LLM consumption.

Core Wiki Pages

"Step-by-Step Guide to Healthcare Reimbursements."

Schema.org: Text to Machine Logic

Product Schema

Defined the exact **premiums**, limits, and modular add-ons for AI-ready policies.

FAQPage Schema

Customer service pages allowing Google's AI Overviews to **extract Q&As directly**.

Objective: LLMs already cite UniSalute #1 — but from Facile.it, not unisalute.it. These pages become the authoritative source that LLMs prefer, ensuring accuracy at the conversion moment.

"The advantage isn't being recommended — it's converting the recommendation."

AI Execution Meets Customer Intelligence: Transforming Multi-Persona Data into High-Conversion Scripts.



Persona A: The Preventive Buyer

Female, 32, Milan

— Busy professional, pet owner

Goal: Fast access / Time-saving

Pain: Long wait times



Persona B: The Family Caretaker

Female, 45, Bologna

— 2 kids + elderly parent

Goal: Protection / Cost control

Pain: Multiple needs / Unpredictable costs



Persona Intelligence → AI Script Engine → Adaptive Outreach

OPENING

"Hi, I see you're looking for health coverage for your family — is that right?"

HOOK

"Many families focus on managing costs while protecting both children and aging parents."

VALUE

"This solution provides predictable costs and a trusted doctor network for the whole family."

CLOSE

"Would you like me to walk you through a tailored family plan?"

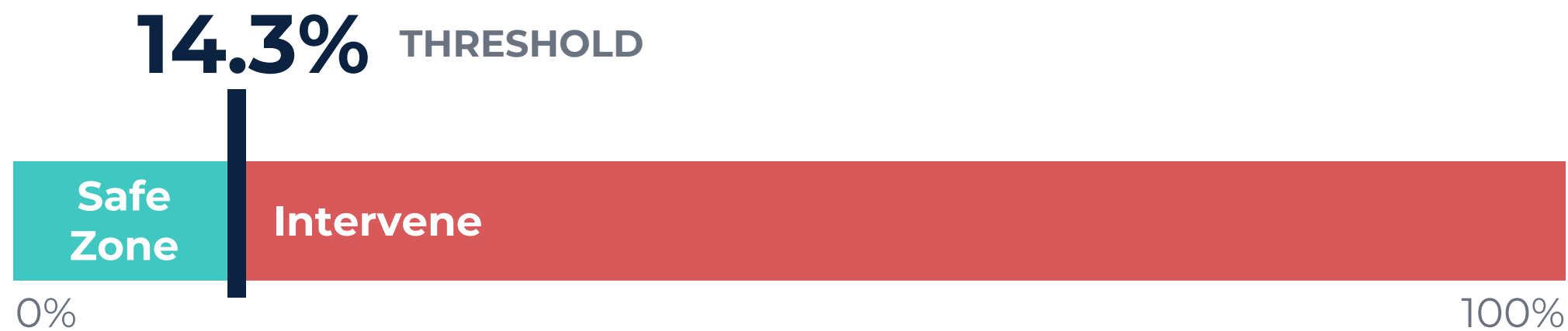
"Persona-driven scripts: Replacing generic pitches with trigger-based, high-conversion empathy."

LIVE DEMOS

A predictive, unit-economics-driven AI engine proactively defends €343K in net margin

The Cost Paradox

We lose a €362 net margin because we **wait too long** to spend **€7.92** on an outbound retention call.



Optimal Threshold

Intervention Cost (€7.92) ÷ Net Margin (€362) = 14.3%

Model triggers alerts weeks before cancellation when probability hits 14.3%.



Metrics

~€183,000

Outbound cost (Blind)

~€16,000

Outbound cost (Targeted)

~€214,000

Net profit - (10% success rate)

The referral engine reduces fully loaded CAC from €153 to €20-50

Porta un Amico

€153 Current Fully Loaded CAC

- **Dual-incentive:** Interest from both sides
- hot leads with a **check-up touchpoint**

€20-50 New Referral CAC

Possible rewards

- Module discount
- Check-up discount (ideally 100%)

Benefits

- Healthier customers
- Increased trust
- **CAC turns into savings**

“Turning households into multi-policy nodes at zero CAC is the ultimate growth flywheel.”

LTV levers turn client interactions into a value-creation event: prevention, post-claim upsell, and gap analysis

Every €1 spent saves €2–10 in claims



Prevention

Push My Check-Up / My Mind. Gamify '**Health Score.**' Every €1 spent saves €2-10 in claims.



Post-Claim Upsell

Highest-intent moment. Trigger **automated recommendations** (Dental → My Smile Super).



Gap Analysis

Annual '**Health & Coverage Report.**' Covered vs. exposed risks. +0.2 modules/user = €518k.

€518k additional revenue from +0.2 modules per user | Near-zero incremental CAC

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