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

AWARENESS

€153 CAC

- 0.04% blog
- 0.13% **partnership**
- Technically siloed

→

CONSIDERATION

1,764 W/D

- 33.8% zero-claim
- 99 **Reddit** displacements
- Opaque documentation

→

CONVERSION

4.7% Conv.

- **FIFO** queue
- CPS €118–€211
- Cooling effect

→

RETENTION

€343K Risk

- 11.05% portfolio **churn**
- Reactive intervention
- No early warning

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

Source: Internal Funnel KPIs | Jan–Dec 2025

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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."

Source: GEO Audit of unisalute.it | LLM benchmark test: ChatGPT, Gemini, Grok, Perplexity, Claude (no account / incognito) | Database 2025

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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- Accuracy Defense —UniSalute #1, but LLMs use **outdated**, aggregator-biased data.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**.

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

441
Call-Center Hrs Saved

€320k+
Recovered Revenue

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

Source: Call Center Data 2025 | Database 2025

UniSalute

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. "

Source: Gov. reports, WHO

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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. ”

Source: Call Center Performance KPIs | Python Demo Output

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1 Who · 2 Coverage · 3 Level · 4 Budget · 5 Details · 6 Contact

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. "

Source: ml/trainer.py | Random Forest Output | Unit Economics Data

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unisalute-churn-engine-frontend-2tnoirp7b.vercel.app

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Dashboard Churn Risk Simulator Upload

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

Phase 1: Quick Wins

Year 1

- Deploy AI **priority queue**
- Teleselling scripts
- Unblock **AI** crawlers

→

Phase 2: Scaling

Years 2–3

- **SEO content** engine live
- Tiered referral launch
- **New** modules rollout

→

Phase 3: Maturity

Years 4–5

- Full **LTV expansion**
- Retention AI at scale
- Organic traffic 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. "

Source: 5-Year Strategic Growth Roadmap

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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. ”

Source: GEO Audit of unisalute.it | LLM benchmark test: ChatGPT, Gemini, Grok, Perplexity, Claude (no account / incognito)

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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. ”

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Source: GEO Audit of unisalute.it | LLM benchmark test: ChatGPT, Gemini, Grok, Perplexity, Claude (no account / incognito)

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."

Source: UniSalute Customer Persona Extraction | AI Call Center Script Logic.

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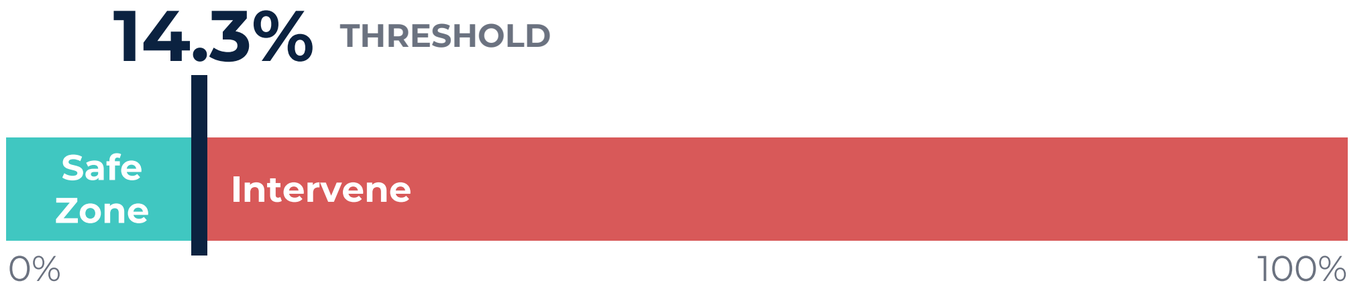
A predictive, unit-economics-driven AI engine proactively defends €343K in net margin

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)

Source: ml/trainer.py | Random Forest Output | Unit Economics Data

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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. “

Source: UniSalute KPIs Media/Call Center/Costs 2025 (operational costs sheet); ISTAT Italian household composition.

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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

Source: Customer Lifecycle Strategy

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Source: 5-Year Strategic Growth Roadmap

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Thank You

UniSalute | Scale, Conversion, LTV

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