

Insurance Marketing and Pricing Analytics Solutions

Identify, attract and retain the most valuable policy holders with compelling, data-driven marketing programs during any stage of the market.





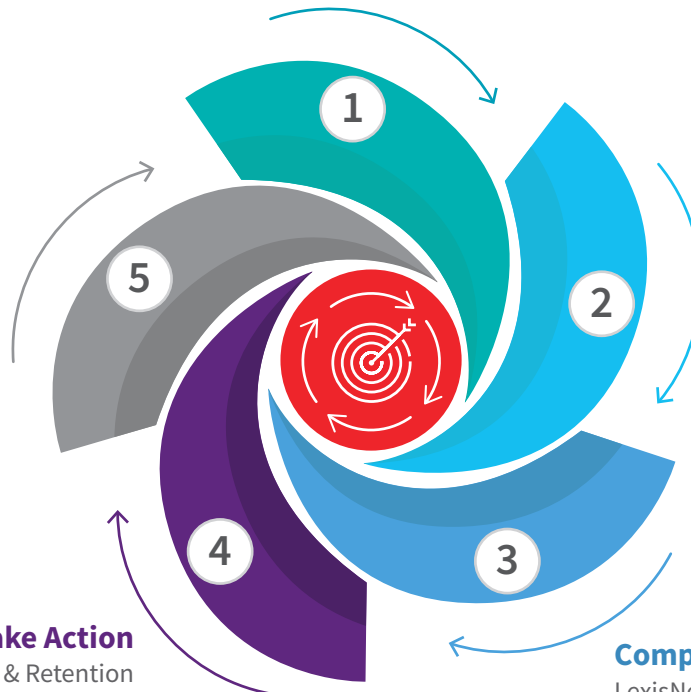
LexisNexis® Acquisition & Retention

Market Trends

Leverage the quarterly LexisNexis® Insurance Demand Meter for industry shopping insights.

Assess my Performance

Once you have gathered the competitive intelligence and insights on how to keep your business profitable while also acquiring new business, are you best leveraging the data to get the return you're looking for?



Benchmark my Activity

LexisNexis® Insurance Market Insights provides a comparison of your shopping activity versus the industry.

Take Action

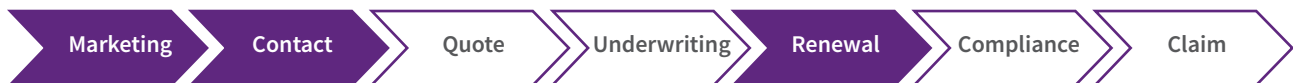
LexisNexis® Acquisition & Retention Solutions deliver specific insights on the shopping marketplace and advice about how to act on them to acquire and retain the right shoppers.

Competitive Insights

LexisNexis® InsurQuote helps you understand if you are priced competitively to win or retain shoppers.

Acquire customers with retention in mind

LexisNexis® Acquisition & Retention Solutions and assets can be leveraged throughout any stage of the policy life cycle: at the point of marketing, contact and renewal. These insurance-specific marketing and pricing analytics tools can be utilized to help guide your business no matter when, no matter where.





Market Trends

The quarterly [Insurance Demand Meter](#) benchmarks your auto shopping data to the industry. Receive insights into U.S. auto insurance shopping and switching behavior, based on billions of consumer shopping transactions.



Benchmark My Activity

[Insurance Market Insights](#) provides a comparison of your activity versus the industry. Get access to a series of reports that deliver market-wide insights about underwriting, claims and shopping activity.



Competitive Insights

[InsurQuote](#) helps you understand if you are priced to win or retain shoppers. Gain access to more competitive indexing and analysis to better evaluate your position in the marketplace. Leverage customer profiles and a combination of insurance-specific data, linking and analytic tools to help make better informed decisions for your business.



Take Action

[LexisNexis® Acquisition & Retention Solutions](#) deliver insurance-specific insights on the shopping marketplace and how to act on them to acquire and retain the right shoppers.

- [LexisNexis® Active Insights](#) actively monitors and alerts you to potentially critical events occurring in your policyholders' lives which may drastically affect their insurance needs. It also allows you to prioritize and select appropriate outreach channels, messaging and resource allocation.
- [LexisNexis® Lead Optimizer](#) leverages insurance-based data to inform organic and purchased leads with data filtering and lead enhancement.
- [LexisNexis® Insurance Prescreen](#) helps you more accurately target prospects to achieve improved conversion rates by accessing a powerful database of insurance risk scores, shopping behavior as well as credit behavior and financial attributes.
- [LexisNexis® Marketing Risk Classifier](#) helps you focus on the shoppers that are more likely to convert and segments risk profiles that align with your business and underwriting standards.
- [Prospect Survival Model](#) provides insights into the consumers who are more likely to renew after their first renewal period.



Assess my Performance

Gathering the benchmarking tools, competitive intelligence and business insights to guide your decisions is the first step. Gaining an understanding of how to best leverage those assets is the key to success.



Improved Results

The end result of applying these solutions is becoming more efficient, doing more with less and maximizing return on investment, keeping you more profitable and better positioned to acquire new business and hit your targets.

For more information, call 800.458.9197 or email
insurance.sales@lexisnexisrisk.com



Insurance

About LexisNexis Risk Solutions

LexisNexis® Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit www.risk.lexisnexis.com and www.relx.com.

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