



Are you working in the dark?

Accurately identify the impact of brand impression, marketing and customer communications with LexisNexis® Campaign AnalyzerSM.

In a highly competitive environment, insurance marketers need an edge. What gives them that edge? Information that sheds light on consumer behavior and accurate, clear performance metrics that help them find new opportunities for program advancement.

LexisNexis® Campaign AnalyzerSM empowers carriers to drive improved results through detailed reporting on response, conversion, insurance shopping activity (auto or home), and demographic profiles. This extensive set of performance and profile reports delivers valuable insights for specific marketing campaigns or in evaluating the impact of programs on various populations, such as existing customers or geographic regions.

The combination of unparalleled data assets and insurance-specific predictive models enable LexisNexis® to measure results in a way that no one else can, helping insurance marketers to:

- Determine the success of their campaigns and campaign components
- Examine respondent profiles to better understand potential customer activity and propensities
- Tailor future campaigns to reach target customers
- Track results and understand the profiles of quoted populations
- Evaluate existing customer profiles and propensities

LexisNexis Campaign Analyzer offers a streamlined and cost-effective way to obtain actionable insight for marketing campaigns. In addition, it can help insurance marketers better understand the insurance shopping behavior of an identified group of potential or existing customers.



How it works

LexisNexis Campaign Analyzer combines LexisNexis expertise in data analytics and extensive public records data with a carrier’s own information and marketing files, and integrates easily into an insurance marketer’s workflow.

Get started now – it’s simple



1. Initiation

For many carriers, Campaign Analyzer can generate response and conversion metrics from information, such as policy data, that is already shared with LexisNexis. For other carriers, Campaign Analyzer can incorporate this information as part of the Campaign Analyzer process.

2. Analysis

LexisNexis uses LexID®, its proprietary method of identifying, linking and organizing information quickly with a high degree of accuracy, to link data files. LexisNexis also appends data and indices from its MarketViewSM family of databases which includes demographic, behavioral, lifestyle and asset data, and insurance propensities for more than 200 million individuals.

LexisNexis then develops prospect and responder profiles, (including the number of carriers shopped within a given time period*, campaign responses, lifetime value propensities and conversions).

*For certain lines of business and when provided

3. Reporting

A depersonalized report is delivered directly to the carrier’s desktop, via a secure site. The report contains key metrics for campaign or program effectiveness, with responses and conversions by date, segmentation analysis, and channel preference. Auto and home insurance carriers also benefit from shopping behavior reporting.

Carriers can opt for one-time reports or an ongoing set of reports in near real-time. They can receive reports for a single campaign or, for a set of campaigns with each separately identified and tracked.

Meaningful metrics for better decisions

LexisNexis Campaign Analyzer provides the business intelligence that insurance marketers need to determine the elements of a marketing campaign that most effectively engage customers and drive conversions—enabling them to optimize return on investment, personalize communications and market more effectively.

For more information:

Call 800.458.9197 or email insurance.analytics@lexisnexis.com

About LexisNexis Risk Solutions

LexisNexis Risk Solutions (www.lexisnexis.com/risk) is a leader in providing essential information that helps customers across all industries and government predict, assess and manage risk. Combining cutting-edge technology, unique data and advanced scoring analytics, we provide products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of Reed Elsevier, a leading publisher and information provider that serves customers in more than 100 countries with more than 30,000 employees worldwide.

Our insurance solutions assist insurers with automating and improving the performance of critical workflow processes to reduce expenses, improve service and position customers for growth.



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