



Target shoppers who are
your best prospects

Prospects with prior insurance inquiries are twice as likely to purchase a new policy*

LexisNexis® Insurance Prescreen helps you maximize the effectiveness of your acquisition campaigns.

Insurance Prescreen helps you to identify the best prospects for your business based on their risk profile. Well-timed credit information allows you to make a firm offer of insurance, exactly when your prospects are most motivated to make a purchase or switch coverage.

*LexisNexis proprietary data 2016



Identify prospects who are more likely to convert

The Marketers' Challenge

In today's competitive marketplace, insurance marketers are constantly challenged to acquire new customers with long-term retention in mind. This is where data and advanced analytics can help - identifying and attracting prospects who are more likely to convert and with a greater potential for long-term profitability.

How it works

Insurance Prescreen provides access to a powerful national database consisting of:

- Insurance shopping behavior
- Insurance risk scores
- Credit behavior and financial attributes
- Public records
- Demographics

Insurance Prescreen provides a more holistic view and enables you to tailor and target your acquisition efforts to align with the underwriting risk characteristics of the organization. Insurance Prescreen is a Fair Credit Reporting Act-governed offering.

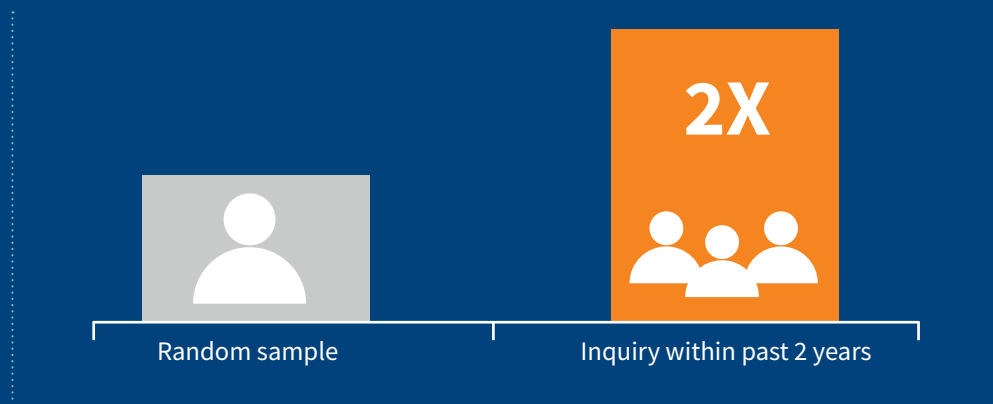
Enhanced Targeting

Insurance Prescreen attributes are predictive of auto and home policy shopping and switching. They can be used for prospect targeting or in predictive models.



Insurance Inquiry Attributes – include the number of shopping inquiry transactions and the number of carriers shopped within a specified time period as well as the date of the last shopping event.

Prospects with prior inquiry attributes were twice as likely to buy a new policy*



Credit Attributes – enable insurance marketers to properly classify a prospect according to potential risk and use it to predict behavior. Credit attributes provide the status and details of trade lines including auto loans or leases, bank or retail cards, mortgages, home equity loans as well as student loans.



InsurView™ Attributes – help to provide a more holistic view. InsurView attributes are derived from public records, institutional sources and other alternative credit sources not reported to the credit bureaus. InsurView attributes include bankruptcy filings, felony convictions, property ownership, professional licenses, suits, liens, evictions and judgments, education and business association records, voter registration as well as watercraft and aircraft ownership.



Purchase Propensity Scores – designed to predict the propensity of a prospect to open a specific account type including auto loan or lease, mortgage or home equity loan. The score provides a ranking of prospects by open rate; higher scores are indicative of the likelihood that a particular loan will be opened within the next one to four months. A positive correlation has been observed between high purchase propensity scores and insurance purchase, making these scores ideal for prioritizing and rank-ordering prospects, cross-selling and re-targeting.

*32.5 million unique individuals out of a sample data set of 134 million individuals

Unparalleled data, industry leading insights

For nearly 30 years, carriers have relied on LexisNexis for unparalleled data, analytics and industry-wide insight. LexisNexis uses a proprietary linking technology in combination with our own unique identifier, LexID®, to resolve, link and manage information on more than 276 million U.S. consumer identities.

The power of prediction

Insurance Prescreen enables you to combine the predictive power of credit information, as well as, information not found in traditional credit bureau files, with an unequaled set of insurance-specific consumer attributes and scores to target prospects that align to your business needs and organizational risk profile.

For more information, call 800.458.9197 or email
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Insurance

About LexisNexis Risk Solutions

At LexisNexis Risk Solutions, we believe in the power of data and advanced analytics for better risk management. With over 40 years of expertise, we are the trusted data analytics provider for organizations seeking actionable insights to manage risks and improve results while upholding the highest standards for security and privacy. Headquartered in metro Atlanta, LexisNexis Risk Solutions serves customers in more than 100 countries and is part of RELX Group plc, a global provider of information and analytics for professional and business customers across industries. For more information, please visit www.risk.lexisnexis.com.