



Turn smarter leads into more valuable customers

Targeted industry models deliver the insights insurers need to attract and retain the right customers

LexisNexis® Market Magnifier is an advanced and predictive dataset designed to help insurance marketers segment and target prospects and current policy holders.

Market Magnifier leverages our proprietary linking technology to dynamically connect data points from multiple sources to provide a flexible and cost-effective acquisition and cross-sell solution for the insurance industry.

The Market Magnifier advantage

This multi-sourced database integrates proprietary and third-party data from more than 3,200 sources. Market Magnifier harnesses the power of predictive analytics to provide extensive and actionable information on over 257 million individuals in over 130 million households across the United States.

Insurance marketers can use Market Magnifier to:

- Zero in on promising prospects in target markets
- Understand and segment existing customers
- Tailor marketing tactics and messaging according to audience preferences

Know Your Market

Optimize your marketing touchpoints and tailor interactions with promising prospects and valuable customers.

Market Magnifier consumer file

Insurance-specific data is combined with third-party sourced data to produce one of the most comprehensive data solutions available. Insurance marketers can access detailed information on consumers' demographics, housing, auto, motorcycle and marine ownership, self-reported interests, life events, wealth and asset levels, as well as purchase behaviors.

Market Magnifier movers

Public-record and proprietary data sources, including new utility connections, property transfers and deed recordings are used to identify individuals who have recently moved and may be in the market for new insurance policies.

Market Magnifier industry models

LexisNexis® Risk Solutions provides a series of proprietary industry models that can be used throughout various stages of the customer lifecycle, from prospect selection to customer retention.

- **Prospect Survival Model** — Focus resources on longer-term prospects by identifying consumers more likely to remain on your books
- **LexisNexis® Marketing Risk Classifier** — Help identify prospects whose risk profile better aligns with the risk appetite of the organization



By integrating the Market Magnifier consumer attributes and predictive analytics at various prospect touch points, carriers can:

- Quickly and more accurately match prospects' needs
- Present initial coverage options more appropriate to a prospect
- Identify cross-sell and up-sell opportunities that better align with the needs and preferences of the prospect and the carrier
- Optimize agent resources and deliver a superior prospect experience

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



Insurance

Working Together
for a **Safer, Smarter Tomorrow™**

About LexisNexis Risk Solutions

LexisNexis® Risk Solutions includes seven brands that span multiple industries and sectors. We harness the power of data, sophisticated analytics platforms and technology solutions to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. 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 LexisNexis Risk Solutions and RELX.

LexisNexis® Market Magnifier is not provided by "consumer reporting agencies," as that term is defined in the Fair Credit Reporting Act (15 U.S.C. § 1681, et seq.) ("FCRA") and do not constitute "consumer reports," as that term is defined in the FCRA. Accordingly, LexisNexis® Market Magnifier may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or for any other eligibility purpose that would qualify it as a consumer report under the FCRA. Due to the nature of the origin of public record information, the public records and commercially available data sources used in reports may contain errors. Source data is sometimes reported or entered inaccurately, processed poorly or incorrectly, and is generally not free from defect. This product or service aggregates and reports data, as provided by the public records and commercially available data sources, and is not the source of the data, nor is it a comprehensive compilation of the data. Before relying on any data, it should be independently verified. LexisNexis and the Knowledge Burst logo are registered trademarks of RELX Inc. Copyright © 2025 LexisNexis. NXR16841-00-0325-EN-US