Gain a clearer perspective

Increase new business conversion by almost 250% with the application of data and advanced analytics.*

* source: LexisNexis proprietary data 2016.
LexisNexis® Market Magnifier is an advanced and predictive dataset designed to help insurance marketers segment and target prospects and current policy holders.

Market Magnifier is powered by HPCC, our fast processing platform designed for data analytics transactions. It 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 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