



Gain a clearer perspective

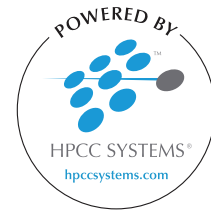
Increase new business conversion by almost 250% with the application of data and advanced analytics.*



LexisNexis® Market Magnifier

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

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 USA, 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.

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