

LexisNexis® Market Magnifier for Commercial Insurance



Gain insights from over 7.5 million business records

Increase your competitive intelligence and learn more about your current and prospective customers.

LexisNexis® Market Magnifier for commercial insurance is a family of data products designed to help commercial insurance carriers segment and target current and prospective customers as well as gain competitive intelligence of the market. This multisource database integrates proprietary and third-party data and harnesses the power of workers' compensation data from more than 30 states.

Carriers committed to helping their agency partners win new business have determined that they must get more involved in the process. By leveraging Market Magnifier you can identify businesses that meet your underwriting appetite from a database of over 7.5 million marketable business records. You can then leverage the policy information to target the right buying location and predicted renewal date to insure you market to prospective clients at the right place and the right time.

Know the prospect, the competition and the overall market

Harness the power of workers' compensation policy information. Did you know:

- A majority of employers have other coverages with common anniversary dates as their workers' compensation policy
- An employer's workers' compensation policy is often their largest insurance expense

This workers' compensation policy information will empower you to:

- Uncover opportunities with customer overlays
- Optimally time workers' compensation property and general liability presentations

Utilize the information to your advantage

Market share analytics

- Size and analyze the workers' compensation market
- Identify market opportunity based on SIC code(s) and carrier penetration

Prospecting tools

- Obtain policy purchasing location and optimize your efforts
- Append to existing customer or prospect listing

Customer analysis

- Identify and capitalize on unseen risks or opportunities within your existing or past customer portfolio
- Identify prospects that mirror your current customer profile

Leverage unique content based on workers' compensation policy information

- Predicted renewal date
- Policy purchasing location
- Carrier of record
- Carrier group
- Governing class code
- Additional insureds
- Exemptions

Utilize Market Magnifier for commercial insurance and get the most out of your marketing spend. Market Magnifier's purchase location, and predicted renewal date information by SIC code, insures you will target the businesses that fit your risk appetite, at the right place and the right time.

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



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 world-leading provider of information and analytics for professional and business customers across industries. For more information, please visit www.lexisnexis.com/risk