



# The Power of Prediction

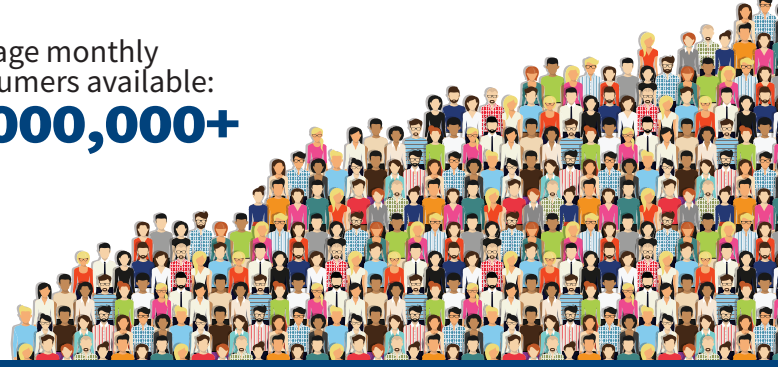


Optimize your policy holder acquisition by refining criteria to those consumers most likely to be in the market

LexisNexis shopping studies consistently show consumers are more likely to shop insurance near renewal. By targeting consumers who **last shopped 5 or 11 months ago** you can better align to renewal dates.

Average 90 day shop rate:  
**15%**

Average monthly consumers available:  
**2,000,000+**



## FOCUS MARKETING EFFORTS ON THE HIGHLY PREDICTIVE AUTO INSURANCE PURCHASE PROPENSITY SCORE

On average **11,000,000+** consumers in top 2 deciles

**18%** of consumers are likely to shop in the next 90 days



OR

## ZERO-IN EVEN FURTHER BY COMBINING THE TWO



Consumers last shopped 5 or 11 months ago



An Auto Purchase Propensity Score in the top 2 deciles



This would provide an average monthly consumer population of approx. 350,000 and the next 90-day shop rate for this group is almost **25%**

Source: LexisNexis Insurance Prescreen Analysis 2018

## IDENTIFY AND TARGET YOUR BEST PROSPECTS BASED ON THEIR RISK PROFILE



**INSURANCE PRESCREEN PROVIDES ACCESS TO A POWERFUL NATIONAL DATABASE CONSISTING OF:**



Insurance risk scores



Insurance Shopping Attributes



Purchase Propensity Models



Credit behavior and financial attributes

## LexisNexis® Insurance Prescreen

Optimize your marketing budget by focusing outreach on those consumers most likely to be in the market by accessing

**Insurance Inquiry Attributes and Purchase Propensity Models available via LexisNexis® Insurance Prescreen**

