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.

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

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%


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

Insurance Inquiry Attributes and Purchase Propensity Models available via 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

Purchase Propensity Models

Credit behavior and financial attributes

IDENTIFY AND TARGET YOUR BEST PROSPECTS BASED ON THEIR RISK PROFILE

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

Average monthly consumers available: 2,000,000+

Average 90-day shop rate: 15%

Source: LexisNexis Insurance Prescreen Analysis 2018

Contact us for a better understanding of how LexisNexis® Insurance Prescreen can help you. Call 800.458.9197 or email insurance.sales@lexisnexisrisk.com