Financial Triggers
are proven to be a powerful tool for identifying consumers likely to be considering their insurance coverage:

- **Auto Loan Inquiry**
  - Financial trigger provided 2.3X higher response rate than other financial triggers.
  - Financial trigger delivered.

- **Auto Loan Inquiry**
  - Financial trigger provided 15% higher conversion rate than general population.

**LEXISNEXIS® INSURANCE PRESCREEN**
Delivers two types of financial triggers:

**FINANCIAL INQUIRY**
- Mortgage Loan or HELOC’s
- Installment Loan
- Auto Loan or Lease
- Recreational Loan
- Student Loan

**TRADE OPENED**
- On average the following monthly volumes are available:
  - **Auto Loan & Lease**: 5,000,000
  - **Mortgage Loan**: 2,000,000

**A FINANCIAL TRIGGER**
is an indicator that a consumer is applying for a loan or line of credit that may require insurance.

Triggers are available for:

- Mortgage Loan or HELOC’s
- Installment Loan
- Auto Loan or Lease
- Recreational Loan
- Student Loan

**LexisNexis® Insurance Prescreen**
Identify and target your best prospects based on their risk profile and timely financial triggers.

Optimize your insurance marketing budget by focusing acquisition efforts on those consumers most likely to be in the market by accessing FINANCIAL TRIGGERS AVAILABLE VIA LEXISNEXIS® INSURANCE PRESCREEN.

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