

Financial Triggers

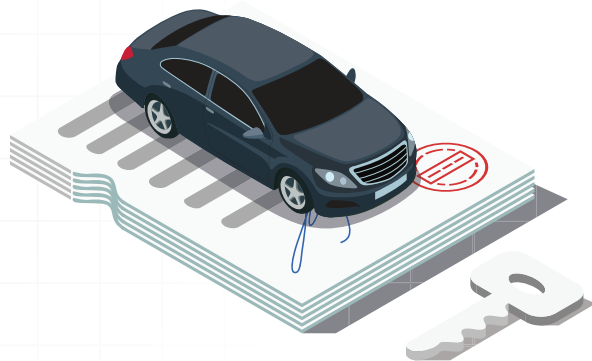
are proven to be a powerful tool for identifying consumers likely to be considering their insurance coverage:



AUTO LOAN INQUIRY
financial trigger delivered
2.3X HIGHER RESPONSE RATE
than other financial triggers



AUTO LOAN INQUIRY
financial trigger provided
15% HIGHER CONVERSION RATE
than general population



Source: LexisNexis Insurance Prescreen Financial Triggers Analysis 2018

LEXISNEXIS® INSURANCE PRESCREEN

Delivers two types of financial triggers:



**FINANCIAL
INQUIRY**



**TRADE
OPENED**

On average the following monthly volumes are available:

Auto Loan & Lease



5,000,000



2,000,000

Mortgage Loan



2,000,000



500,000

Source: LexisNexis Insurance Prescreen Financial Triggers Analysis 2018. Volumes are based on recent annual average.

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**

