Life moves fast.

If you don't keep up with your insurance customers, you could miss out.

Insurance carriers are often left in the dark about their customers' important life changes. By uncovering these knowledge gaps, you can increase retention, improve loss ratios and identify opportunities.

It's time to shed light on what insurance carriers can do about the reasons for the gaps



don't know what life changes impact their insurance





believe contacting their provider is a top priority



Some events cause them to shop and they cancel their policy

How quickly is life changing?



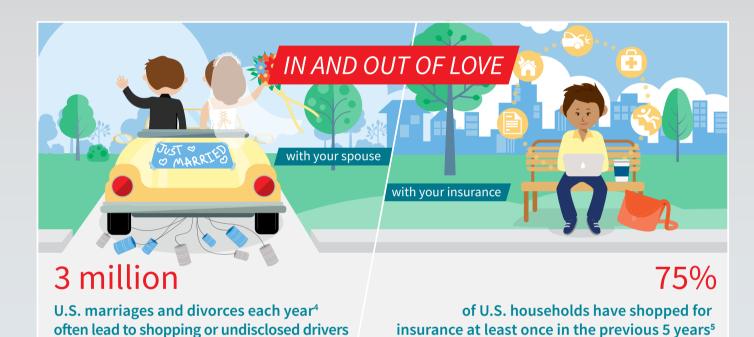
Are you covering everyone in the house driving the family car? Research shows an increase

in profit and value for carriers who add uninsured and undisclosed drivers.3

net premium acquired (based on an average size carrier of

500,000 policies in force)

312% return on investment



Do you know when your customer wants to break up with you? Research shows significant

reach out to policyholders who are shopping.³

opportunity for carriers that

(based on an average size carrier of 500,000 policies in force)

net premium retained

\$12.8M 413%

return on investment



have a median of 81 days from list to close³

Research shows policyholders are three times

Did you move with your customer when they relocated? 1.5M

\$1.5B lost in attrition

more likely to shop for insurance when they list their house for sale and 12 times more likely policies lost to leave when their house is pending sale.3

Finding solutions to close the knowledge gap

LexisNexis® Active Insights lets carriers know when a life change occurs. With this information, carriers can proactively reach out to their customers and advise them on the appropriate actions needed to reflect these important changes.



Retain valuable customers with these event alerts:

Insurance shopping House listed

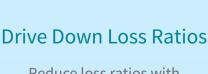




with these event alerts:

Death in policyholder's network New homeowner





New driver

New child

on important changes within your policyholders' lives.

To get started with Active Insights in as little as 30 days, contact us at

By leveraging the LexisNexis® Active Insights platform,

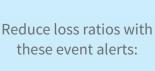
you will be able to gain insight and take action



1-800-458-9197 or email insurance.sales@lexisnexisrisk.com

Sources: 1. Pew Research Center, Social & Demographic Trends; 2. LN DD HRRT Study comprised of 25 carriers; 3. LexisNexis Risk Solutions Active Insights Analysis 2018-2019; 4. Centers for Disease Control and Prevention, National Marriage and Divorce Rate Trends; 5. LexisNexis Risk Solutions Auto Shopping Study 2018; 6. US Census

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Missed claims/losses