Maximize Your Audience

Increase the ROI of digital campaigns by targeting the right prospects

Optimize your marketing ROI
Third-party data allows you to better target audiences for digital display campaigns … but sometimes that data isn’t optimal.

Unclear Perspective
Your data quality doesn’t always align with your business objectives.

VS.

Irrelevant Data
Even good data doesn’t always align with your goals.

Proven, Reliable Data
LexisNexis® Market Magnifier delivers insurance-specific data and scores to your DMP/DSP partners to help target consumers that match your risk profile.

Harness the power of predictive analytics
Quickly and accurately match prospects’ needs with smarter targeting and messaging.

Match needs
Insurance Market Magnifier optimizes more appropriate products to prospects.

Targeted sales
Identify cross-sell and up-sell opportunities.

Improved personalization
Define a superior customer experience.

Understand the impact
LexisNexis® Campaign Analyzer can help you know the true value of your digital campaign — by measuring and quantifying your marketing investment.

By partnering with your DSP or DMP partner, LexisNexis® Campaign Analyzer can provide a view of both your online and offline conversions associated with your auto insurance campaign.

To get started, speak with your LexisNexis Risk Solutions Account Manager or call 800-458-9197.

Max K. Smith
Atlanta, GA 30303

Risk score
Low attrition risk

Home ownership

Target location

All of these analytics can be done without adding code to your site — without the need for your customer file.

By leveraging the LexisNexis® Market Magnifier and Campaign Analyzer platform, you can gain a clearer perspective into your audience and marketing campaigns.

SAVE BIG

Max Smith’s Social Media

Big savings for truck owners.
New customers can save over $500 on car insurance.
Click for a free rate quote.

AUTOMOTIVE INSURANCE

Match needs

Present initial coverage options more appropriate to a prospect.

Targeted sales

Identify cross-sell and up-sell opportunities.

Improved personalization

Deliver a superior experience.

SPONSORED

Big savings for truck owners.
New customers can save on car insurance.
Click for a free quote.

SAVE BIG

Sponsored

SPONSORED

SPONSORED

See the number of carriers shopped during the campaign.

Your Marketing Campaign

Converted leads and true ROI

How active is the shopper — how many times did the respondent shop in the last month, six months or year?

Know the count of quotes and policies by campaign channel.

How active is the shopper — how many times did the respondent shop in the last month, six months or year?

By leveraging the LexisNexis® Market Magnifier and Campaign Analyzer platform, you can gain a clearer perspective in your audience and marketing campaigns.

To get started, speak with your LexisNexis Risk Solutions Account Manager or call 800-458-9197.