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
Poor quality data doesn't always give carriers a clear picture of the insurance consumer.

Irrelevant Data
Even good quality data doesn't help, if it's not insurance specific, or aligned with your goals.

VS.

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

Market Magnifier

✔ Risk score
✔ Low attrition risk
✔ Home ownership
✔ Target location

Max K. Smith
Atlanta, GA 30303

Matched Risk Profile

LexisNexis® Market Magnifier is a multi-sourced database that integrates proprietary and third-party data from 3,200+ sources and provides extensive and actionable information on more than 257M individuals and 130M households in the U.S.

Acquire with retention in mind
Identify and attract prospects who are more likely to be longer-term customers with high lifetime value and are more likely to be retained by your company.

Harness the power of predictive analytics

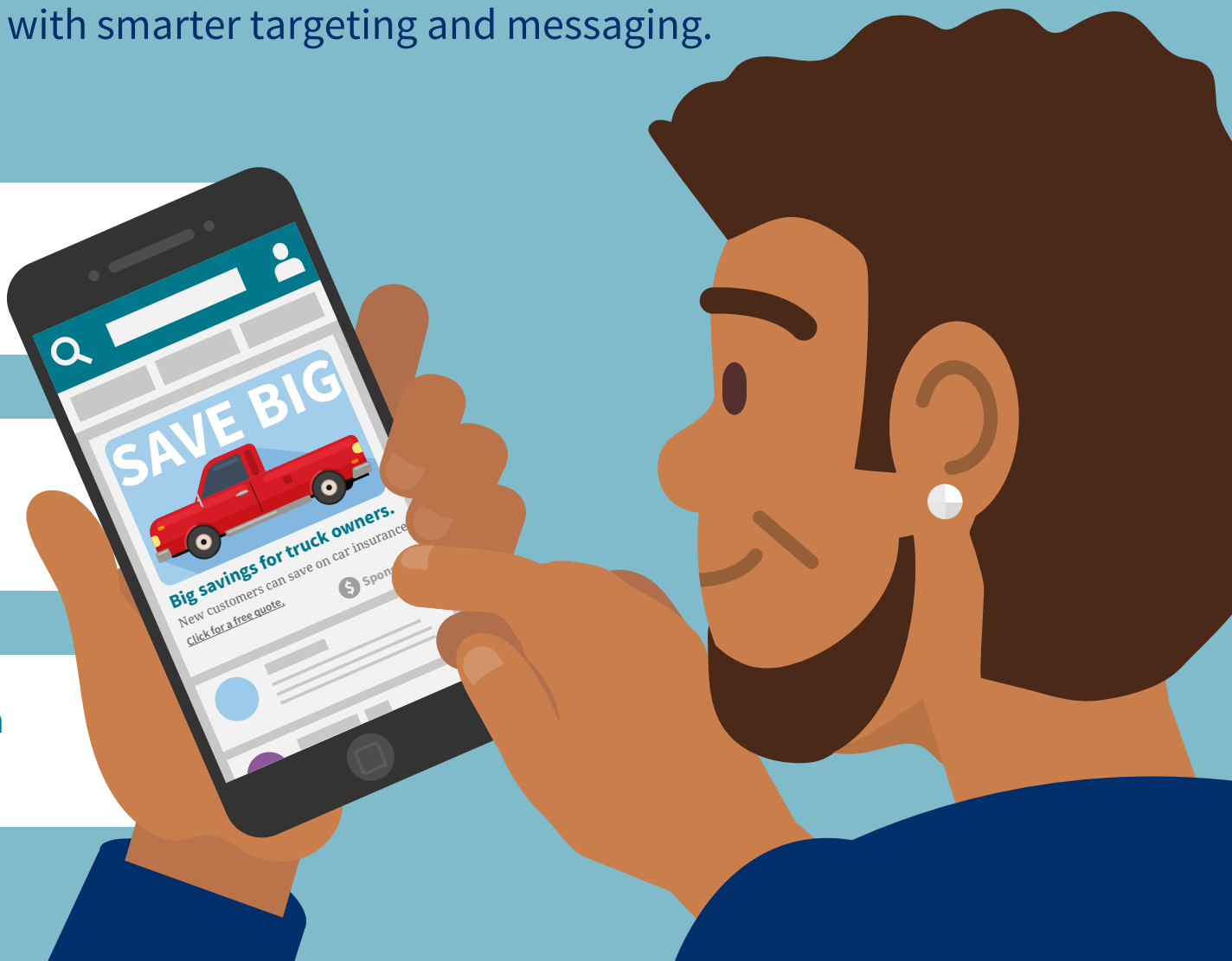Quickly and accurately match prospects' needs with smarter targeting and messaging.

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

SAVE BIG
Big savings for truck owners.
New customers can save on car insurance.
Click for price quote.

Understand the impact

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

Impressions don't always speak directly to conversion

Clicks and engagement rates don't always tell the full story

AUTOMOTIVE INSURANCE

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.

Your Marketing Campaign
Converted Leads and True ROI

ROI

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

Know the count of quotes and policies by campaign channel

See the number of carriers shopped during the campaign

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 into your audience and marketing campaigns.

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