THE POWER OF PREDICTION

Optimize your policy holder acquisition by refining criteria to those consumers most likely to be in the market

By targeting consumers who **last shopped 5 or 11 months ago** you can better align to renewal dates.

Average monthly consumers available:
2,000,000+

Average **90 day shop rate:**
15%

OR

FOCUS MARKETING EFFORTS ON THE HIGHLY PREDICTIVE AUTO INSURANCE PURCHASE PROPENSITY SCORE

On average 11,000,000+ consumers in top 2 deciles

18% of consumers are likely to shop in the next 90 days

OR

ZERO-IN EVEN FURTHER BY COMBINING THE TWO

Consumers last shopped 5 or 11 months ago **&** An Auto Purchase Propensity Score in the top 2 deciles

This would provide an average monthly consumer population of approx. 350,000 and the next 90-day shop rate for this group is almost **25%**

Source: LexisNexis Insurance Prescreen Analysis 2018

IDENTIFY AND TARGET YOUR BEST PROSPECTS BASED ON THEIR RISK PROFILE

INSURANCE PRESCREEN
PROVIDES ACCESS TO A POWERFUL NATIONAL DATABASE CONSISTING OF:

Insurance risk scores	Insurance Shopping Attributes	Purchase Propensity Models	Credit behavior and financial attributes

LexisNexis® Insurance Prescreen

Optimize your marketing budget by focusing outreach on those consumers most likely to be in the market by accessing

Insurance Inquiry Attributes and Purchase Propensity Models available via LexisNexis® Insurance Prescreen