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+

90 day shop rate: 15%

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%

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

Contact us for a better understanding of how LexisNexis® Insurance Prescreen can help you. Call 800.458.9197 or email insurance.sales@lexisnexisrisk.com