

Efficiently Prioritize Profitable Leads to Help Improve Acquisition Costs

Automate the lead verification process to gain a more complete picture of a consumer's potential to drive more profitable growth



LexisNexis® Lead Optimizer utilizes insurance-specific data to help validate a lead's identity, loss propensity, conversion likelihood and attrition risk before a carrier makes a purchase decision.

This solution can help insurers to:



FILTER

Validate identities to filter out potentially fraudulent activity, existing policy holders and duplicate leads



SEGMENT

Better segment inbound leads by risk level and policy life expectancy to help inform lifetime value potential and who you are most likely to convert



INFORM

Gain a more complete picture of a consumer's profile with additional insurance-informed attributes



PRIORITIZE

Prioritize leads based on lifetime value potential to help insurers acquire leads at the right price

Optimize Lead Programs to Maximize ROI

Lead Optimizer improves the acquisition process by:



Scoring leads based on their risk and policy life expectancy along with rate competitiveness through LexisNexis® Marketing Risk Classifier, Prospect Survival and Prospect Qualifier Models



Enhancing insurance-informed data with valuable attributes, such as:

- *Driver counts*
- *Vehicle counts*
- *Housing status*
- *Education level*
- *Motorcycle*
- *Watercraft*



Screening for current customers, duplicates and identity fraud



Seamlessly integrating advanced analytics to segment leads across different consumer channels including:

- *Inbound phone leads*
- *Organic leads*
- *Purchased leads*



Profitable Leads. Improved Results.

Evaluate and Prioritize Leads Early

LexisNexis® Lead Optimizer helps insurers intelligently segment purchased leads at the right price. As an integrated solution, it enables a carrier to prioritize or influence their purchase strategy before purchasing from a lead aggregator. Lead Optimizer can also help triage leads derived from a carrier's own website, known as organic leads, to differentiate the right customer experience to those potential conversions.

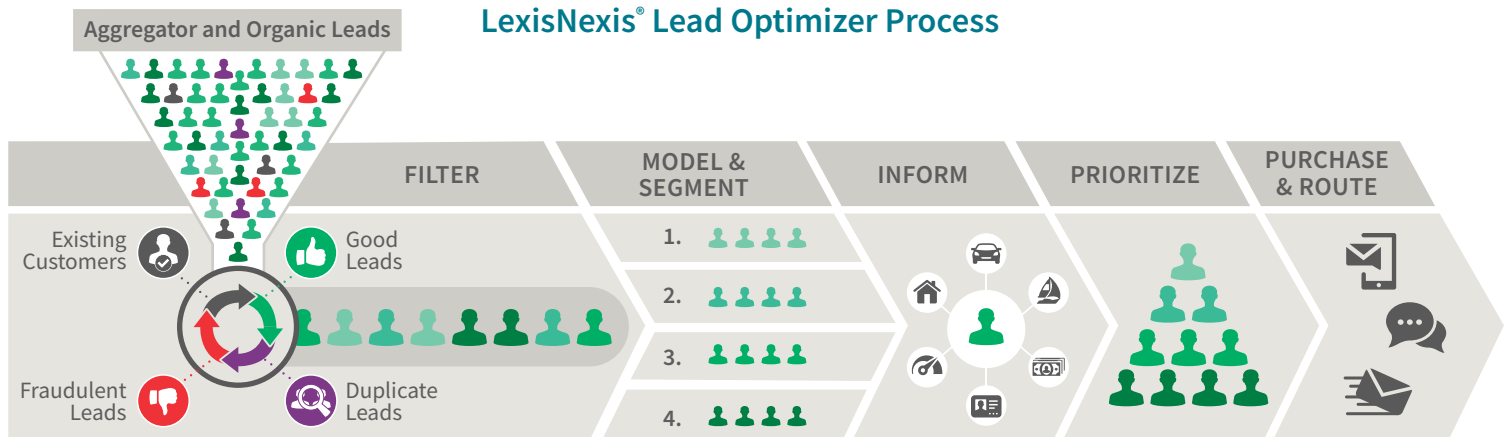
Drive Better Segmentation with Insurance-Specific Models

LexisNexis® Marketing Risk Classifier, LexisNexis® Prospect Survival and LexisNexis® Prospect Qualifier Models are the primary drivers behind segmenting the right leads for a carrier's book of business.

- **Marketing Risk Classifier Model** helps segment insurance risk profiles aligned with an insurer's underwriting standards.
- **Prospect Survival Model** helps to give a carrier insight into the consumers that are more likely to be retained after the first renewal period, improving retention and countering profitability pressures.
- **Prospect Qualifier Model** helps segment leads by competitiveness giving a carrier insight into the consumers that are more likely to convert into policies when they quote.

Used together, Marketing Risk Classifier Model and Prospect Survival Model give a strong indication of a consumer's lifetime value potential. Prospect Qualifier provides a similarly strong indication on whether a consumer will convert into a policy.

LexisNexis® Lead Optimizer Process



To learn more, call 800.458.9197 or email
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for a **Safer, Smarter Tomorrow™**

About LexisNexis Risk Solutions

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