

## Efficiently Prioritize Profitable Leads to Improve Acquisition Costs

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



**Lead Optimizer utilizes insurance-specific data to help validate a lead's identity, loss propensity 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



### **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 through LexisNexis® Marketing Risk Classifier and Prospect Survival 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
- Purchased leads
- Organic leads



# Profitable Leads. Improved Results.

## Evaluate and Prioritize Leads Early

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.

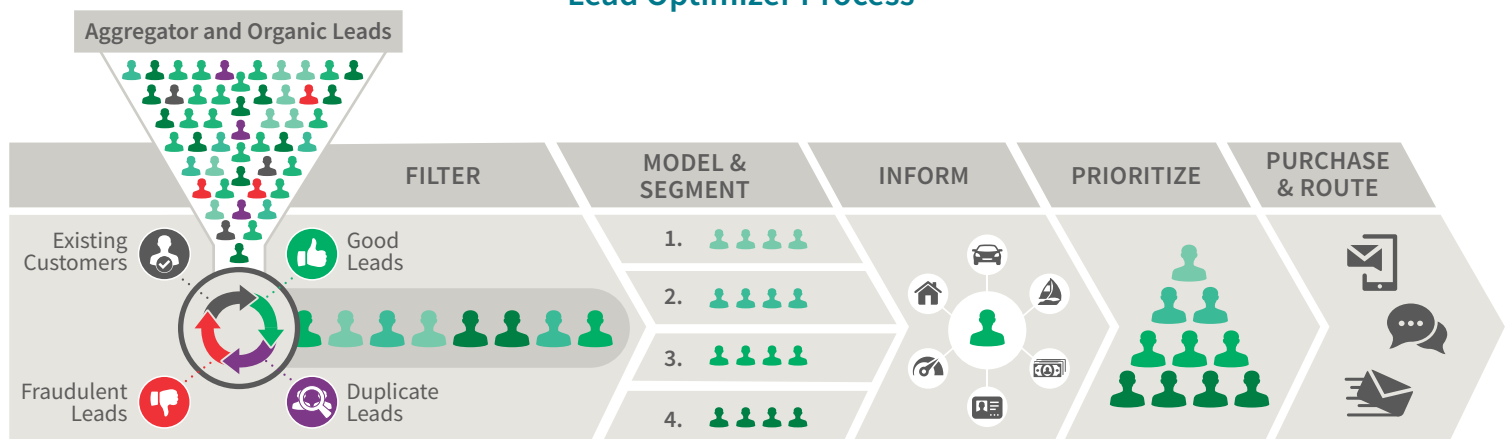
## Drive Better Segmentation with Insurance Specific Models

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

- **LexisNexis® 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 likely to be retained after the first renewal period, improving retention and countering profitability pressures.

Used together, Marketing Risk Classifier Model and Prospect Survival Model give a strong indication of a consumer's lifetime value potential.

## Lead Optimizer Process



To learn more, call 800.458.9197 or email  
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#### About LexisNexis Risk Solutions

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