



LexisNexis®
RISK SOLUTIONS

Insurance

LexisNexis® Prospect Qualifier

Competitive intelligence
to boost your customer
acquisition strategy



Customer acquisition costs for property and casualty (P&C) carriers are soaring, making it more critical than ever to direct resources toward the high-value prospects who are most likely to buy.

Rate competitiveness is one of the most reliable indicators of whether an insurance shopper will convert into a policyholder.¹ Yet P&C insurance marketers have historically lacked the tools to leverage this critical insight. Instead, you've been forced to rely on generic demographics or limited signal data that fall short of addressing industry-specific needs.



Pinpoint high-value market segments

LexisNexis® Prospect Qualifier is an innovative, non-FCRA, carrier-specific predictive model. It leverages proprietary shopper profiles and pricing data from LexisNexis® InsurQuote® Direct to assess the estimated rate profile for a specific prospect.

The model prediction considers the carrier's rate, competitor rates and changes in the consumer's profile — such as a new marital status, vehicle information or coverage needs — to show the carrier's competitive position compared to the rest of the industry.

These comparative insights can help you determine whether that prospect is likely to convert into a policy based on price. Prospect Qualifier accounts for ongoing rate changes so you're always acting on up-to-date information.

Leverage Prospect Qualifier on its own or in combination with LexisNexis® Lead Optimizer, LexisNexis® Market Magnifier or LexisNexis® Insurance Prescreen. Use it for lead scoring, list build or data appends for your acquisition campaigns.

Prospect Qualifier's rate-based competitive intelligence enables strategic segmentation, so you can prioritize high-value segments, reduce waste and improve campaign ROI.

Boost policy conversion rates

Prospect Qualifier segments your leads into quartiles and ranks them by how likely they are to convert to policies.

For example, Quartile 1 means a prospect is getting one of the most competitive rates in the market through you. They're likely to convert.

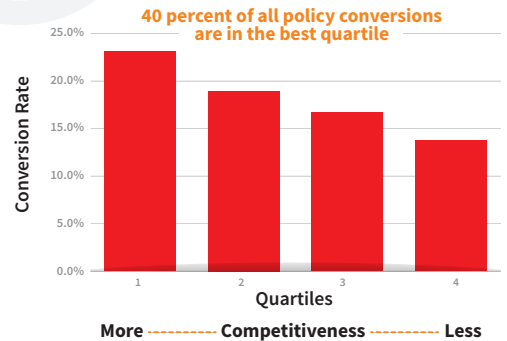
Quartile 4 means your rates aren't competitive, and the prospect is therefore less likely to become a customer.

An internal analysis by LexisNexis® Risk Solutions shows that:

- Up to 40% of all policy conversions occur in a carrier's best quartile²
- Leads or prospects with profiles in quartile 1 are nearly 70% more likely to convert into policies than those in quartile 4²

LexisNexis® Prospect Qualifier changes the game. This powerful segmentation tool was developed specifically for the P&C insurance industry and enables you to target top prospects with precision.

Actual policy conversion rates by quartile¹



“With LexisNexis® Prospect Qualifier, you gain valuable insights at the consumer level, categorized into clear conversion likelihood quartiles.”

If your current segmentation tools don't factor in rate competitiveness, you could be wasting resources on low-value prospects unlikely to ever become customers. By prioritizing leads or prospects based on conversion propensity, you may be able to reduce costs and focus on the ones that matter most.

Transform your lead strategy with predictive insights

Prospect Qualifier is unique to the market. Unlike other tools, it leverages profile-level premiums across carriers to predict conversion potential. This exclusive advantage helps you to:



Lower customer acquisition costs

Filter and evaluate prospects prior to purchasing the lead or engaging with the consumer.



Increase marketing ROI

Optimize customer lists, prioritize resources and tailor messaging for specific audiences.

Outpace the competition with better prospects

LexisNexis® Prospect Qualifier isn't just another segmentation tool — it's your strategic edge for gaining actionable intelligence that can fuel long-term success. Integrate it into your existing workflows to sharpen segmentation and target leads more effectively. By seamlessly incorporating predictive intelligence into your growth strategy, you can drive measurable improvements in acquisition efficiency, boost conversion rates and elevate your overall marketing performance.

For more information, call 800.458.9197
or email insurance.sales@lexisnexisrisk.com.



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About LexisNexis® Risk Solutions

LexisNexis® Risk Solutions harnesses the power of data, sophisticated analytics platforms and technology solutions to provide insights that help businesses across multiple industries and governmental entities reduce risk and improve decisions to benefit people around the globe. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit www.risk.lexisnexis.com and www.relx.com.

¹⁻² LexisNexis® Risk Solutions Internal Study, 2024.

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