

Competitive Intelligence to Boost Your Customer Acquisition Strategy

Soaring customer acquisition costs for property and casualty (P&C) carriers are causing many insurance marketers like you to re-examine their sales strategy. One of your biggest challenges is the ability to differentiate high-value prospects from those unlikely to buy, leading to wasted resources.

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 that delivers rate-based competitive intelligence at the consumer level. For the first time, you can assess the likelihood of a prospect converting into a policyholder based on rate competitiveness. It facilitates advanced segmentation so you can target high-value segments, seamlessly integrating them into marketing workflows to improve lead assessment and customer acquisition processes.

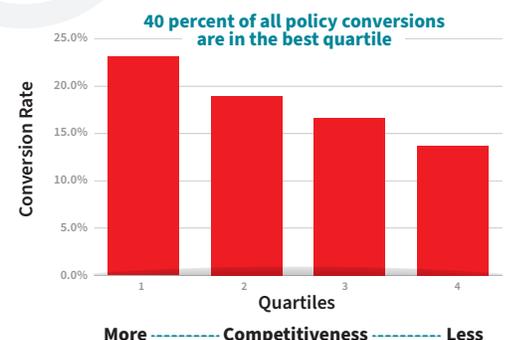
Boost policy conversion rates

Internal analysis by LexisNexis® Risk Solutions shows that:

- Up to 40% of all policy conversions occur in a carrier's best quartile²
- Leads 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



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

“With 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 based on conversion propensity, you may be able to reduce costs and focus on the leads 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 in a competitive and ever-changing market. Gain actionable intelligence to transform challenges into opportunities and fuel long-term success. By leveraging insights into rate competitiveness, you can identify better prospects, lower customer acquisition costs and optimize your bottom line.

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



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