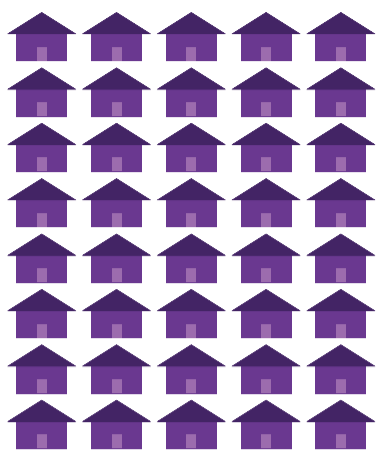


Don't let outdated data leave you in the dark



Consumer identities are constantly evolving

43
million people
move each year³



That's 13% of the
U.S. population



The average American

Holds
12.4
jobs between
ages 18-54¹



Moves
11.7
times in their Lifetime²



U.S. name change events

2
million marriages
per year⁴



~690,000
divorces⁴

There could be as many as **1.5 million name changes** per year due to these two factors alone

It can be difficult to get a complete picture of policyowners, named insureds, beneficiaries, prospects and others. Problems can occur if datasets aren't cleansed, linked and maintained effectively.

This could lead to this



Disconnected
customer
relationships

Duplicate
accounts

Rising
costs

Limited
insights

Compliance and
privacy concerns

Impersonal
customer
experience

Good Data Hygiene is Good Business



Offer a better, more
personalized customer
experience

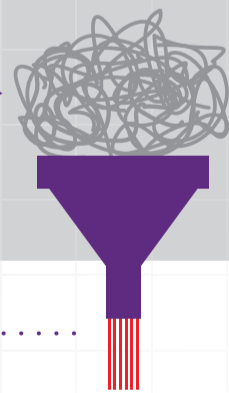
Better
understand lifetime
customer value

Target prospective
households more
efficiently

Improve claims
processing and
fraud referrals

DIY Data Hygiene

Complicated, time consuming,
expensive and not comprehensive



Data Hygiene with LexID® Linking Technology Easy, fast, cost-effective and comprehensive

LexisNexis® Risk Solutions uses a proprietary linking technology in combination with our own unique identifier, LexID®, to resolve, match and manage information for more than 285 million U.S. consumer identities. This patented linking and clustering method is the machine behind many of our products that leverage authentication, verification and other identity management capabilities that allow you to...

1 Identify

LexID can quickly confirm the presence of the identifying elements of the consumer. Through 35 years of referential data compiled from over 10,000 reliable data sources, there is a 99.9% probability a LexID number exists for the carrier's input record, meaning LexisNexis Risk Solutions usually knows the answer to the question before the carrier even asks.

2 Connect

LexID is constantly growing through regular updates. New names, address variations and other insights are added to existing data for the consumer within the same LexID profile. This means LexisNexis Risk Solutions can provide meaningful matches, even with outdated or slightly incorrect input data.

3 Enhance

As the LexID "footprint" changes over time, LexisNexis Risk Solutions is able to provide the "best" name, address, DOB and other identifying elements to inform the carrier with recent changes.

You can more easily and effectively keep up with changing data throughout the policy lifecycle with LexisNexis Risk Solutions. Let us show you how.



Contact your LexisNexis Risk Solutions account manager
Visit risk.lexisnexis.com/UP
Call 800.458.9197 or email insurance.sales@lexisnexisrisk.com

1. Bureau of Labor Statistics, "Number of Jobs, Labor Market Experience, Marital Status, and Health: Results from a Longitudinal Survey," August 2021
2. United States Census Bureau, "Calculating Migration Expectancy Using ACS Data," December 2021
3. United States Census Bureau, "Share of Americans Who Said They Moved Declined Between 2019 and 2021," April 2023
4. CDC, Marriage and Divorce Data, 2023. <https://www.cdc.gov/nchs/fastats/marriage-divorce.htm>