

Reach the right insurance prospects with precision targeting

Turn consumer activity into opportunity with data-driven tools built for insurance.



LexisNexis® Insurance Prescreen helps you maximize the effectiveness of your acquisition campaigns

Insurance Prescreen leverages one of the most comprehensive consumer insurance and credit-based data sets in the industry, combined with predictive intelligence models, to help you identify and reach your most profitable prospects. Surpass generalized marketing approaches by focusing your efforts on high-value leads for your auto, home or life products.



A powerful tool, Insurance Prescreen delivers proprietary credit-based model scores, purchase-propensity model scores, and inquiry attributes which reflect a consumer's recent insurance shopping behavior. This helps enable you to precisely target high-intent prospects and prioritize outreach to those most likely to convert, driving stronger campaign performance.

Stop wasting resources pursuing prospects who don't meet your risk-level guidelines or aren't in the market for insurance. With Insurance Prescreen, you can make a firm offer of insurance to qualified prospects who are actively seeking coverage.

Identify prospects who are more likely to convert

In today's competitive marketplace, insurance marketers are constantly challenged to acquire new customers with lifetime value in mind. This is where timely insights and advanced analytics can help, enabling you to better identify and attract prospects who are more likely to convert and provide greater long-term profitability.

Data-driven targeting at scale

LexisNexis® Insurance Prescreen provides access to a Fair Credit Reporting Act (FCRA) governed national database consisting of:

- Insurance risk scores and credit-based insurance attributes
- Financial transactions and trended attributes
- Insurance shopping behaviors
- Public records
- Demographic attributes

Insurance Prescreen provides a more holistic view and enables you to better tailor and target your acquisition efforts to help align with the underwriting risk characteristics of the organization.

Engage when it matters most with alerts on the activity of consumers with specific credit profiles



Predictive Targeting Tools

Insurance Shopping Inquiry Attributes — Gain a competitive edge with insights into consumer shopping behavior — track the volume of insurance inquiries, the diversity of carriers considered and the timing of the most recent activity. These attributes help you identify high-intent shoppers, optimize targeting and time your outreach for maximum impact.

Predictive Risk-based Attributes — Enhance risk-based consumer segmentation strategies with a powerful set of credit-based indicators. These attributes offer deep insights into consumer financial behavior by highlighting the presence and quality of positive credit transactions across key trade lines, including auto loans and leases, credit cards, mortgages, home equity and student loans. By integrating these predictive signals, you can more precisely segment audiences, tailor messaging and optimize acquisition and retention strategies based on financial responsibility and risk potential.

LexisNexis® Prospect Qualifier — Maximize conversion potential with predictive intelligence that goes beyond traditional conversion propensity modeling. The Prospect Qualifier model is a non-FCRA product that can help you optimize your Insurance Prescreen campaign by analyzing profile-level premium data across carriers, enabling you to segment prospects based on how competitive your rates are — before you engage. This unique insight empowers you to prioritize high-likelihood prospects, tailor offers more effectively and drive smarter, more efficient acquisition strategies.



Real-Time Market Signals

Financial-Based Triggers — Hone in on high-intent consumers with daily actionable alerts triggered when individuals engage with financial inquiries and trades — such as auto loans, leases, mortgages and installment loans. These financial-based triggers help you identifying consumers actively in the market, enabling you to engage at the moment of highest intent so you can connect with the right audience at the right time.

Insurance Triggers — Improve conversion rates with daily signals that alert you when consumers are actively shopping for property and casualty insurance. These timely insights enable you to engage high-intent prospects at the exact moment of consideration for more precision-targeted messaging at the right time.



Inclusive Prospecting

Public Records — Gain a more complete and inclusive view of potential customers by leveraging insights from public records, institutional data and alternative sources not captured by traditional credit bureaus. These attributes help you reach and engage consumers with limited credit history — helping to broaden your market, improve offer relevance and support more inclusive insurance marketing.



Conversion Optimization

Purchase Propensity Scores — Identify consumers most likely to initiate key financial products — such as auto loans, leases, mortgages or home equity loans — within the next one to four months. These scores help you prioritize individuals who are likely to open accounts, allowing you to optimize prospect and cross-sell opportunities and fine-tune your audience. With these insights, you can boost your campaign ROI through effective segmentation strategies and retargeting.

Unparalleled data, industry leading insights

For nearly 30 years, carriers have relied on LexisNexis® Risk Solutions for unparalleled data, analytics and industry-wide insight. LexisNexis® Risk Solutions uses a proprietary linking technology in combination with our own unique identifier, LexID®, to resolve, link and manage information on U.S. consumer identities.

The power of prediction

LexisNexis® Insurance Prescreen helps to expand your targeting efforts with precision by combining traditional and non-traditional data sources with industry-specific insights — helping to enable smarter prospecting, more inclusive targeting and stronger conversion outcomes across acquisition and cross-sell campaigns.

Ready to boost your marketing ROI? Contact us today to learn how LexisNexis® Insurance Prescreen can help you identify and attract the most profitable prospects for your business.

Call 800.458.9197 or email insurance.sales@lexisnexisrisk.com



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Working Together
for a **Safer, Smarter Tomorrow™**

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.

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