

Efficiently Prioritize Profitable Leads to Help Improve Acquisition Costs

Use insurance-specific insights from a trusted leader in insurance information analytics to help make smarter, data-driven decisions.

Today's market conditions create a complex set of challenges for insurers. Acquiring new customers has become more complex and costly. Sales and marketing teams are grappling with rising lead costs and declining conversion rates, while also facing the challenge of distinguishing high-value prospects from those who may pose greater risk or churn quickly. Limited visibility into household data, growing concerns about lead quality and the presence of false identities only add to the strain. Meanwhile, valuable time and resources are often spent on leads that don't convert, while existing customers re-enter the funnel unnoticed. These challenges underscore the urgent need for smarter, more strategic lead engagement.

LexisNexis® Lead Optimizer helps you intelligently segment purchased leads at the right price. As an integrated solution, it enables you to prioritize or influence your purchase strategy before purchasing from a lead aggregator. Lead Optimizer can also help triage leads derived from your own website, known as organic leads, to differentiate the right customer experience to those potential conversions.

This solution can help you 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 to help inform lifetime value potential and who you are most likely to convert



INFORM

Get a more complete picture of a prospect's or existing customer's lifetime value with insurance-informed data



PRIORITIZE

Prioritize and stage prospects and existing customers to help you acquire or keep the customers that are most likely to be profitable



Profitable leads.
Improved results.

Turn more leads into long-term customers

Without the right tools to evaluate leads, you risk wasting time on shoppers or customers who frequently shop and switch to other carriers. Chasing a high volume of weak leads only drains resources, while focusing on a smaller pool of well-matched, high-quality prospects may be more profitable. Knowing where to concentrate effort makes all the difference in boosting market share and driving sales.

LexisNexis® Lead Optimizer leverages powerful non-FCRA predictive models to assess risk, predict retention and gauge conversion potential, so carriers can zero in on the leads that matter most. By combining these model insights, you will gain a clearer picture of the prospect and can direct your efforts where you see the strongest return: high-quality leads that are more likely to convert and stay loyal long-term.

Use predictive models built for insurance to drive life-time value

LexisNexis® Marketing Risk Classifier, LexisNexis® Prospect Survival and LexisNexis® Prospect Qualifier Models are the muscle behind the Lead Optimizer segmentation engine. Powered by non-FCRA data attributes from public records, these predictive models draw on our LexID® unique identifier and proprietary linking capabilities to match and verify millions of U.S. consumer identities to help insurers better identify and prioritize preferred prospects — including those with the highest lifetime value.

- **Marketing Risk Classifier Model** helps segment insurance risk profiles aligned with your underwriting standards.
- **Prospect Survival Model** provides insight into the consumers that are more likely to be retained after the first renewal period, improving retention and countering profitability pressures.
- **Prospect Qualifier Model** leverages insurance rate-based competitive intelligence to segment leads by competitiveness—giving you actionable insights into which consumers are most likely to convert when they quote.

Used together, the Marketing Risk Classifier Model and Prospect Survival Model provide a powerful view into a consumer's potential lifetime value. Meanwhile, the Prospect Qualifier Model offers deep insight into the likelihood of a consumer converting to a policy. By identifying high-value prospects early in the journey, you can sharpen your segmentation, optimize marketing strategies and drive higher quote-to-bind ratios with greater precision.

Optimize lead programs to maximize ROI

Lead Optimizer can help improve the acquisition process by:



Scoring leads based on their risk and policy life persistency along with rate competitiveness through Marketing Risk Classifier, Prospect Survival and Prospect Qualifier Models.



Enhancing insurance-informed data with valuable attributes, such as:

- **Driver counts**
- **Vehicle counts**
- **Housing status**
- **Education level**
- **Motorcycle**
- **Watercraft**



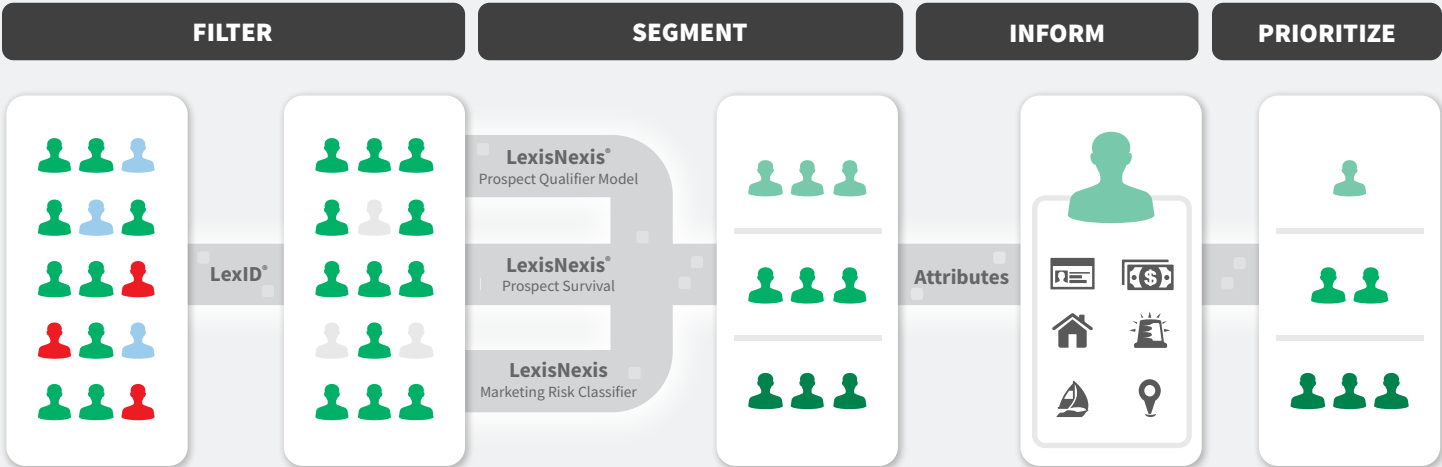
Using the power of LexID®, a unique identifier that works with our patented linking technology to resolve, match and verify millions of U.S. consumer identities sourced from public records. This helps reduce fraud, eliminate duplicate leads and improve overall lead quality



Seamlessly integrating advanced analytics to segment leads across different consumer channels including:

- **Inbound phone leads**
- **Organic leads**
- **Purchased leads**

LexisNexis® Lead Optimizer Process





Optimize your acquisition strategy with LexisNexis® Lead Optimizer

Lead Optimizer leverages insurance-specific data and advanced predictive intelligence to validate lead identity, assess loss propensity, estimate conversion likelihood and evaluate attrition risk. This empowers you to segment and prioritize leads with precision—helping to focus your marketing efforts on the prospects most likely to convert.

With timely, relevant insights tailored to the insurance industry, Lead Optimizer enables you to fine-tune your marketing strategies and confidently invest in the right prospects at the right price.

Ready to turn more leads into customers?

Contact LexisNexis® Risk Solutions today to discover how Lead Optimizer can help you prioritize high-value prospects, reduce acquisition costs and maximize your ROI.

To get started, call 800.458.9197 or email insurance.sales@lexisnexisrisk.com



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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