

Expand your view of prospects and customers

Harness the power of predictive analytics to improve segmentation, targeting and marketing ROI.



Predictive intelligence models leveraging information from LexisNexis® Market Magnifier provide the insurance industry with a flexible and cost-effective solution for acquisition and cross-selling.

Insurance insights powered by an advanced information repository

LexisNexis® Market Magnifier is an advanced dataset designed to help insurance marketers segment and target prospects and current policyholders. By integrating proprietary and third-party data from more than 3,200 sources, Market Magnifier can deliver extensive and actionable information on more than 250 million individuals from over 100 million households across the United States.



Market Magnifier movers

Public records and proprietary data sources — including new utility connections, property transfers and deed recordings — are used to identify individuals who have recently moved and may be in the market for new insurance policies.



Market Magnifier consumer file

Insurance data is combined with third-party data to build one of the most comprehensive data solutions available today. Marketers can access detailed information about consumer demographics, housing, auto, motorcycle and marine ownership, self-reported interests, life events, wealth and asset levels, along with purchasing behaviors.



By integrating Market Magnifier models, features and consumer attributes, carriers can:

- **Quickly and accurately match prospect needs**
- **Customize initial coverage options for every prospect**
- **Identify cross-sell and up-sell opportunities**
- **Optimize agent resources and deliver a superior prospect experience**

Our proprietary industry-specific models can be used with data from Market Magnifier to guide your marketing strategy throughout various stages of the customer lifecycle — from identifying high-value prospects to improving retention and cross-sell opportunities.



Auto Insurance

LexisNexis® Prospect Qualifier Model

Identifies prospects with the highest conversion potential using insurance rate-based competitive intelligence — helping you prioritize leads and optimize acquisition strategies.

LexisNexis® Prospect Survival Model

Gives insight into customers who are more likely to be retained after the first renewal period.

LexisNexis® Marketing Risk Classifier

Segments claim propensity to provide an early glimpse at a consumer's risk level prior to the underwriting process.



Life Insurance

LexisNexis® Life Attrition Model

Provides insight into consumers who are more likely to remain by scoring a prospect's propensity to stay.

LexisNexis® Life Target Evaluator

Scores a prospect's mortality risk profile early in the process to help segment lists and prioritize leads.

LexisNexis® Life in the Market Insights

Notifies you when a potential customer has experienced a death in their personal network — a unique feature exclusive to LexisNexis® Risk Solutions.

Used together, these models and features housed in Market Magnifier provide a clear indication of a prospect's likelihood of purchasing an initial policy as well as their lifetime value potential.

Automate your marketing workflow

Integrate Market Magnifier into your existing systems to automate lead scoring, verification and segmentation. Deliver timely, relevant offers with real-time alerts on life events and shopping behavior — streamlining your path to profitable growth.

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



LexisNexis®
RISK SOLUTIONS

Insurance

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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