



Visualize customers and claims with a new level of clarity and simplicity.

LexisNexis® Insurance Analytics has an unmatched combination of unique data, innovative analytics and proven software to help insurers confidently design the right marketing, sales and pricing actions.

LexisNexis® InsurView® is a web-based analytical business intelligence platform, sourced from the Insurance Data Services underwriting products of LexisNexis® C.L.U.E.® Auto, LexisNexis® Current Carrier® and LexisNexis® National Credit File, along with premium comparison information generated from LexisNexis® InsurQuoteSM. The unique data resident in InsurView allows insurers to understand the best proxy for industry quotes available in the marketplace.

InsurView is an enterprise-wide tool that can be used across multiple departments within an insurance company.

- Product managers can track industry trends and distributional changes over time to shorten the underwriting cycle.
- Marketing and advertising managers can monitor quote activity to help direct marketing/advertising initiatives and evaluate the effectiveness of marketing/advertising strategies.
- Pricing specialists can identify the competitive position for those individuals actively generating quotes in the industry and incorporate this information into pricing decisions to optimize conversion rates.
- Sales can quantify industry quote activity and competitive position to monitor and normalize sales results.
- Finance departments can utilize benchmark statistics to facilitate better annual planning and results monitoring throughout the year.

Benefits of InsurView

Until now there has never been an appropriate source of information to allow carriers to know how their pricing, marketing and distribution functions are performing relative to an accurate industry benchmark. InsurView allows carriers to understand how the remaining portion of the market they don't serve is performing.

InsurView provides the following data:

- Aggregated information on the industry, updated regularly throughout the year to understand trends as they are happening to allow insurers to react much more quickly than ever before.
- Market baskets of industry quotes rated across the top carriers in the industry. This information allows clients to understand their competitive position on their quoting population and to identify segments they are competitive in but not reaching.
- Industry-level information that allows carriers to identify if they are getting their fair share of the market. For example, is Carrier X's minimum limits over-represented or under-represented?

InsurView can also be used to host clients' own data:

- Client data will be hosted in a secure environment.
- Client data, combined with key industry data, creates even more analytical power.
- Combined data allows clients to know who is seeking quotes, what portion they see, how they compete, how profitable they are and how the market responds to their marketing messages.

InsurView empowers the end user to:

- Further segment marketing strategies to identify geographic areas and segments that are producing the most quotes in the marketplace.
- Identify which geographic markets and segments are most active so that messages can be customized to those already shopping versus those that need to be inspired to shop.
- Measure and monitor sales activities to gauge which agents and/or channels are overperforming or underperforming.

For more information:

Call 800.658.8778 or email
insurance.analytics@lexisnexis.com

About LexisNexis Risk Solutions

LexisNexis Risk Solutions (www.lexisnexis.com/risk) is a leader in providing essential information that helps customers across all industries and government predict, assess and manage risk. Combining cutting-edge technology, unique data and advanced scoring analytics, Risk Solutions provides products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of Reed Elsevier, a leading publisher and information provider that serves customers in more than 100 countries with more than 30,000 employees worldwide.

Our insurance solutions assist insurers with automating and improving the performance of critical workflow processes to reduce expenses, improve service and position customers for growth.



The InsurView services are not provided by "consumer reporting agencies," as that term is defined in the Fair Credit Reporting Act (15 U.S.C. §1681, et seq.) ("FCRA") and do not constitute "consumer reports," as that term is defined in the FCRA. Accordingly, the InsurView service may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another purpose in connection with which a consumer report may be used under the FCRA. C.L.U.E., Current Carrier or National Credit File is a consumer reporting agency product provided by LexisNexis Risk Solutions and is fully compliant with the Fair Credit Reporting Act, 15 U.S.C. 1681, et seq. Due to the nature of the origin of public record information, the public records and commercially available data sources used in reports may contain errors. Source data is sometimes reported or entered inaccurately, processed poorly or incorrectly, and is generally not free from defect. This product or service aggregates and reports data, as provided by the public records and commercially available data sources, and is not the source of the data, nor is it a comprehensive compilation of the data. Before relying on any data, it should be independently verified. LexisNexis, Lexis, Nexis and the Knowledge Burst logo are registered trademarks of Reed Elsevier Properties Inc., used under license. InsurQuote is a service mark and C.L.U.E. Auto, InsurView and Current Carrier are registered trademarks of LexisNexis Risk Solutions Inc. Other products and services may be trademarks or registered trademarks of their respective companies. Copyright © 2011 LexisNexis. All rights reserved. NXR01510-1 0811