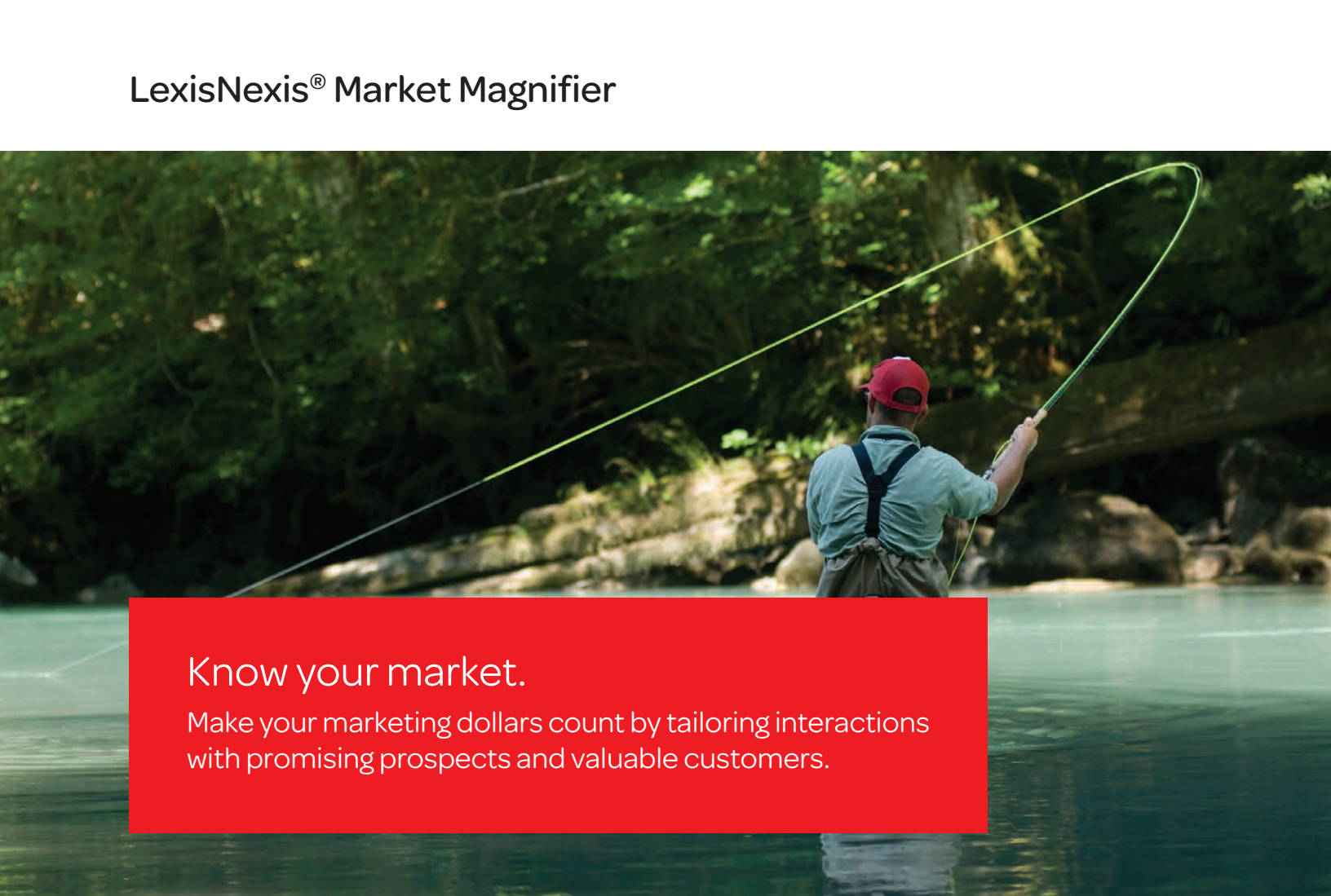




Know your market.

Make your marketing dollars count by tailoring interactions with promising prospects and valuable customers.

LexisNexis® Market Magnifier is an extensive family of data products designed to help insurance carriers segment and target current and prospective customers. This multisourced database integrates proprietary and third-party data and harnesses the power of predictive analytics to provide extensive, dependable information on over 200 million individuals in 110 million households across the United States.

Benefits of Market Magnifier

Our advanced linking technology dynamically connects data from multiple sources to provide a flexible and cost-effective marketing solution for the insurance industry. Carriers can use Market Magnifier to:

- Zero in on promising prospects in target markets.
- Understand and segment existing customers.
- Identify individuals whose policies are close to renewal.
- Tailor marketing strategies according to audience preferences.
- Create offer and messaging strategies based on consumer profiles.



Market Magnifier consumer file

Data from LexisNexis® and direct marketing leaders are compiled to produce one of the most comprehensive data solutions on the market. Carriers can access detailed information on consumers' demographics, housing, auto and marine ownership, self-reported interests, life events, wealth and asset levels, as well as purchase behaviors.

Market Magnifier industry models

LexisNexis provides a series of proprietary industry models that can be used throughout the customer lifecycle, from prospect selection to customer retention. Carriers can learn more about consumers' preferences and their own competitiveness. These models have been developed to provide a complete targeting solution with key insights, including:

- Likelihood of potential loss through a public record-based, non-FCRA score.
- Likelihood that a consumer is in the market for insurance.
- A consumer's preferred channel when shopping for insurance.
- Whether you are competitively priced to win the consumer's business.*
- Likelihood of retaining a consumer.
- Likelihood that a consumer will purchase one of a number of life insurance, health and annuity products.

Market Magnifier predicted renewal dates

LexisNexis® uses self-reported consumer data from multiple sources, including national surveys, to project when individuals will be in the market for new auto and home insurance policies.*

*These services are not available for the life insurance marketplace.

Market Magnifier Credit File

Credit bureau data, including industry-specific variables and scores, make it possible for carriers and agents to target individuals who meet underwriting guidelines. Market Magnifier Credit File is FCRA compliant and restricted to firm offers of insurance.

Market Magnifier movers

Public-record and proprietary data sources, including new telephone listings, property transfers and deed recordings are used to identify individuals who have recently moved and may be in the market for new insurance policies. An extensive address validation and correction process helps to improve deliverability.

For more information:

Call 800.458.9197 or email
insurance.sales@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, we provide 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.



Insurance

LexisNexis® Market Magnifier service is 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 LexisNexis® Market Magnifier 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. Prescreen offers of credit is a consumer reporting agency product provided by LexisNexis® Risk Solutions and may only be accessed in compliance 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 and the Knowledge Burst logo are registered trademarks of Reed Elsevier Properties Inc., used under license. Copyright © 2015 LexisNexis. Proprietary and Confidential, all rights reserved. NXR01888-2 0915