



Reduce waste by 30% or more

Customers using LexisNexis® Lead Optimizer can cut unproductive leads by 30% or more.

Reduce waste and improve results

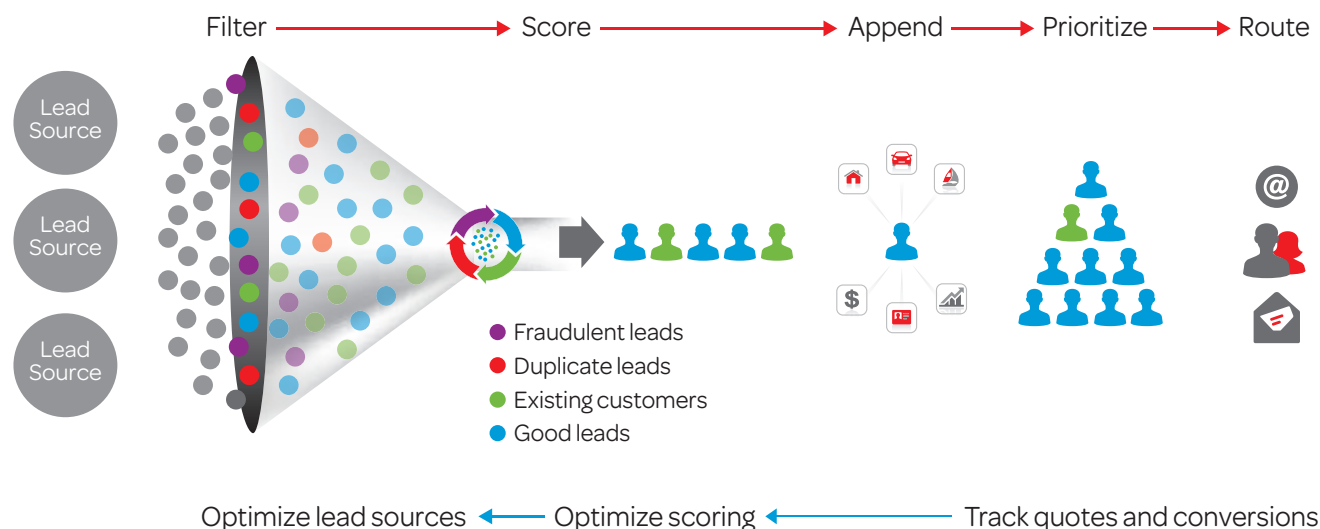
LexisNexis® Lead Optimizer assesses and scores insurance leads in real time based on the propensity for prospects to request a quote and purchase insurance, allowing insurers to:

- Filter out bad leads by validating identities
- Identify existing customers and duplicate leads using LexID®
- Prioritize the leads most likely to result in a quote and policy using insurance-specific lead scoring
- Automate results tracking and improve the lead handling process

With LexisNexis® Lead Optimizer, insurers save time and money by eliminating unproductive leads early in the process, enabling them to concentrate efforts on the remaining leads to improve results.



Lead Optimization Process



Optimize lead programs to maximize ROI

LexisNexis® Lead Optimizer improves the acquisition process by:

1. Screening for current customers, duplicates and fraud
2. Scoring incoming leads based on their propensity to quote and purchase a policy
3. Routing leads to the optimal channel and resources
4. Improving lead quality through ongoing results tracking and scoring adjustments
5. Adding valuable insurance attributes to leads such as additional potential driver and vehicle counts, presence of watercraft and housing status

Automate tracking

As a trusted partner already integrated into the insurance application process with insurance carriers, LexisNexis has the unique ability to track shopping results on leads without the need for additional information from the carrier, helping insurers quickly understand and improve the ROI for lead programs.

Start saving now

Now insurers really can “do more with less” – less unproductive leads, less wasted time and less expense. With LexisNexis® Lead Optimizer, insurers get more insight, improved close rates and a better ROI.

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.



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