



See active shopping volumes

Benchmark your performance against industry trends within an ever-changing market to better understand your share of shopping/purchasing activity and how your acquisition/retention programs are performing.

With the LexisNexis® Insurance Market Insights platform, you can gain a current view of your results against the industry — and compare sub-segments specific to your market — to help you identify and act on emerging trends more quickly and confidently.

Our **Auto Shopping Insights** report reveals how shopping trends can shift each month or week with historical and ongoing data on channels, demographics, risk scores and more.

A time of change — shopping and purchasing trends post-pandemic

Consumer expectations have evolved with everything being digitized and a new elasticity felt across pricing and premiums. Carriers are consolidating, rate trends are ever-changing, and state regulations are reshaping the landscape. With all these changes from macro-economic forces to shopper mentality ... *How do you assess and adjust your acquisition and retention strategies to leverage these emerging trends?*

LexisNexis® Insurance Market Insights is a suite of industry benchmarking reports (covering underwriting, claims and shopping) that provide a current view of market activity — delivering insights up to 60–80% faster than the industry standard.



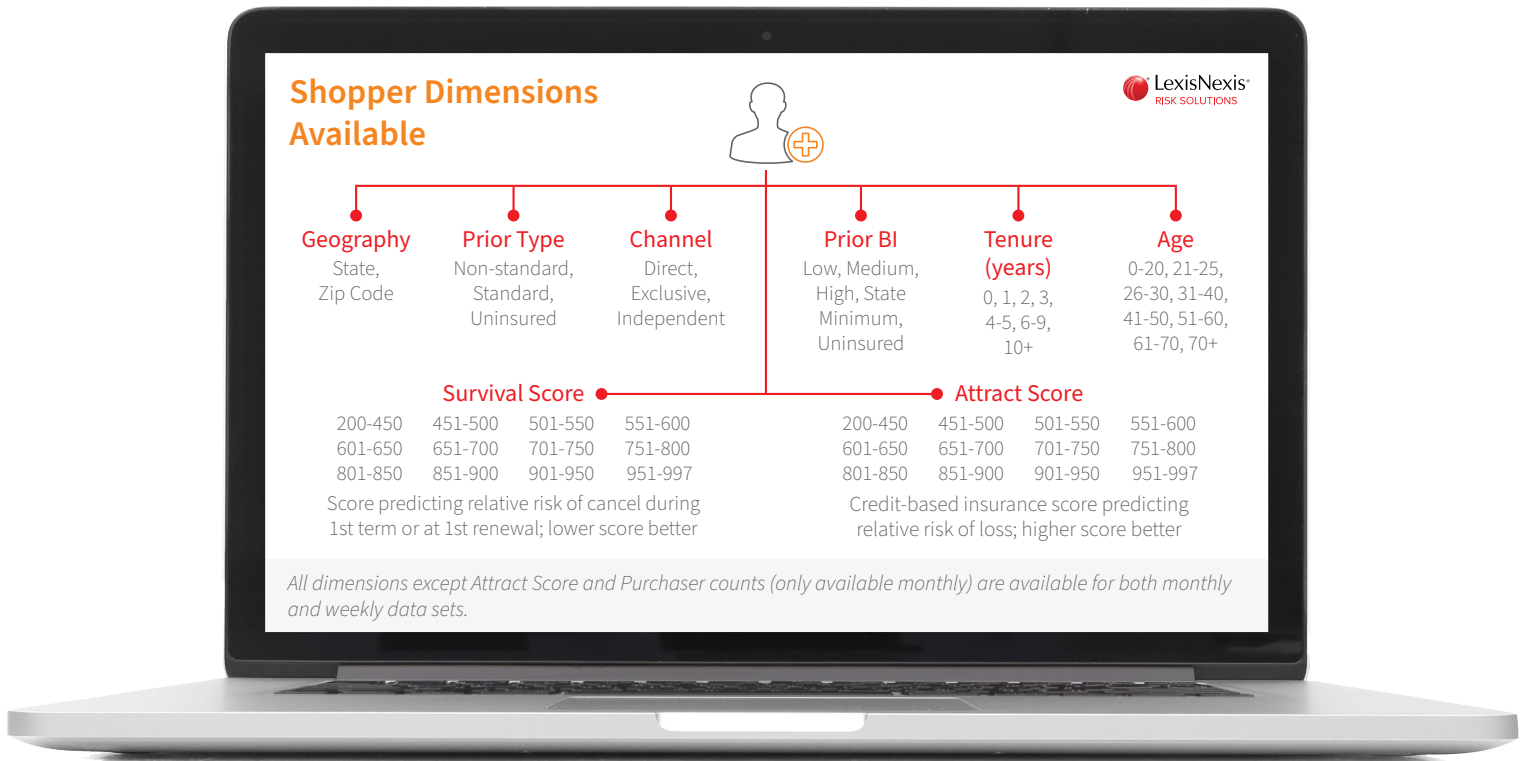
Improve your decision-making abilities with better market data

Simply put, the Insurance Market Insights platform helps you figure out if what you're doing is working or not. With detailed **shopping insights**, you can know how well — or poorly — your acquisition and retention strategies are playing out against the ongoing market changes.

Having a more complete view of where the trends for auto insurance shopping and retention are heading will help position your business for success.

LexisNexis® Shopping Insights report enables you to:

- ☒ Compare current and historic shopping and purchasing trends
- ☒ Monitor industry trends related to shopping and purchasing at the channel level
- ☒ Gain a much more current view of the trends
- ☒ Examine trends geographically
- ☒ Forecast future shopping trends and volumes



The insights our shopping solution provides for you

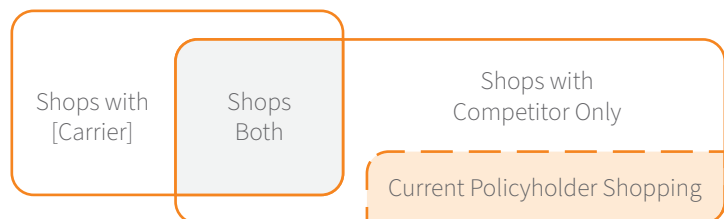
With the recent market disruptions, current industry measurement tools probably don't answer the questions you need to know: *How many are shopping your competition? How many are exclusively shopping them? How many of those are **your** current policyholders?*

With LexisNexis® Shopping Insights, you can see trends by breaking down shopping and switching activity by channel, age group, insured status, geography and more.

Note: The Shopping Insights report is only available via bulk data file delivery currently. The platform does not identify individual consumers, show individual competitors' performances or provide "real-time" insights.

A comprehensive view of shopping

Shoppers are categorized into one of four mutually-exclusive groups



EXAMPLE USE CASES

Impact of product changes

Understand the impact to your shopping activity before, during and after significant events such as rate filings and new product rollouts. By using the Insurance Market Insights shopping report, benchmark your shopping trends and volumes against industry data.

Agile marketing adjustments

Be more agile in adjusting marketing efforts and expenses based on geographic shifts in shopping activity. The Insurance Market Insights shopping report allows you to evaluate your share of shopping by zip code and optimize activities such as new agency appointments or marketing spend.



Measure success, inform decisions and grow profitably

The three LexisNexis® Insurance Market Insights reporting tools will help you:

- Compare your performance against the competition in every market
- Evaluate your strategies with more precision in order to help achieve your key targets

	Insurance Market Insights	Industry Standard
Data delivery	Faster reporting with some data updated in as little as 7–30 days after event	Wait 6 to 12 months for data
Side-by-side data comparisons	See total industry and sub-segment results in just a few clicks	Resource and time intensive to compare internal/external data
Accuracy and consistency of benchmarking	A single source of normalized carrier and industry data supports apples-to-apples comparisons	Different data sources have different rules, leading to inconsistent comparisons
Data slicing options	Multiple options to drill down to the views you need	Limited views; not relevant to your market segments or channels

Ready to get started with LexisNexis® Insurance Market Insights?

Schedule your free benchmarking assessment by contacting your representative today at 800.458.9197 or insurance.sales@lexisnexisrisk.com



In addition to Shopping Insights, the Executive Summary Dashboard is available when the Underwriting Insights and Claims Insights reports are purchased together

About LexisNexis Risk Solutions

LexisNexis® Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. 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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