

Insurance Loyalty Indicator & Shopping Trends (LIST)

The insurance industry struggles to understand daily shopping insights.

Auto insurance prices are rising and so are consumer expectations. With the ability to shop and switch being easier than ever, added stress is being placed on carrier Policies-in-Force (PIF) and lost premium. As you look to manage your purchase funnel, whether through retaining your existing book or attracting new customers, you need the tools and insights to capture not only the loyalty of your existing customers on a daily basis, but also to understand the loyalty of your competitors' customers.

Understand who is winning and who is losing the shopping battle on a daily basis

The **J.D. Power Insurance LIST** provides a unique daily, competitive view of insurance shopping and loyalty behaviors for the top carriers in the national and state-level markets. The consumer behavior data captured reveals who shoppers are, where they are shopping, and which brands they are considering. This independent view of shopping behaviors across the United States puts the critical data needed to win the acquisition battle right in your hands.

Subscribers will have insights needed to:

- **Make smarter decisions about allocating resources:** more precisely allocate funding for independent agent incentives, marketing, and ad spend by leveraging daily, competitive shopping and switching data with segmented details down to the zip code
- **Prevent the wrong churn:** better identify and understand your ideal customer including what they're doing and how they're viewing your competitors
- **Take action:** pinpoint where market conditions are changing and where there are opportunities
- **Understand impact:** view changes that occur following operational initiatives



Get the advantage in the acquisition battle with an independent, daily, competitive view of who is shopping, where they are shopping, and which brands they are considering.

LIST AT-A-GLANCE

TIMELY

500-1,000

Consumers Reached Every Day

BIG AND GROWING

685K+

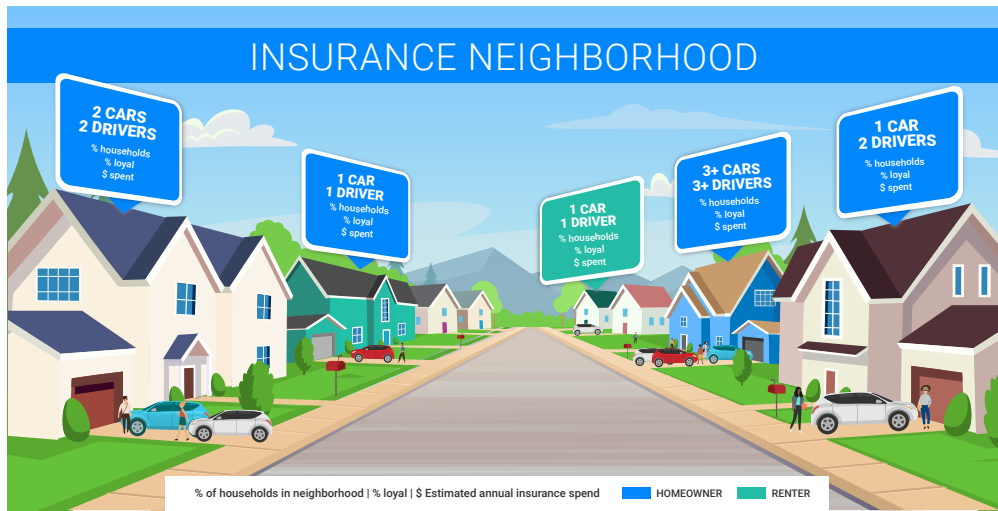
Consumers Captured So Far

GEOGRAPHICALLY RELEVANT

State and Zip Level Data allows targeting specific markets

LIST 2.0 TAKES OUR INSIGHTS EVEN FURTHER

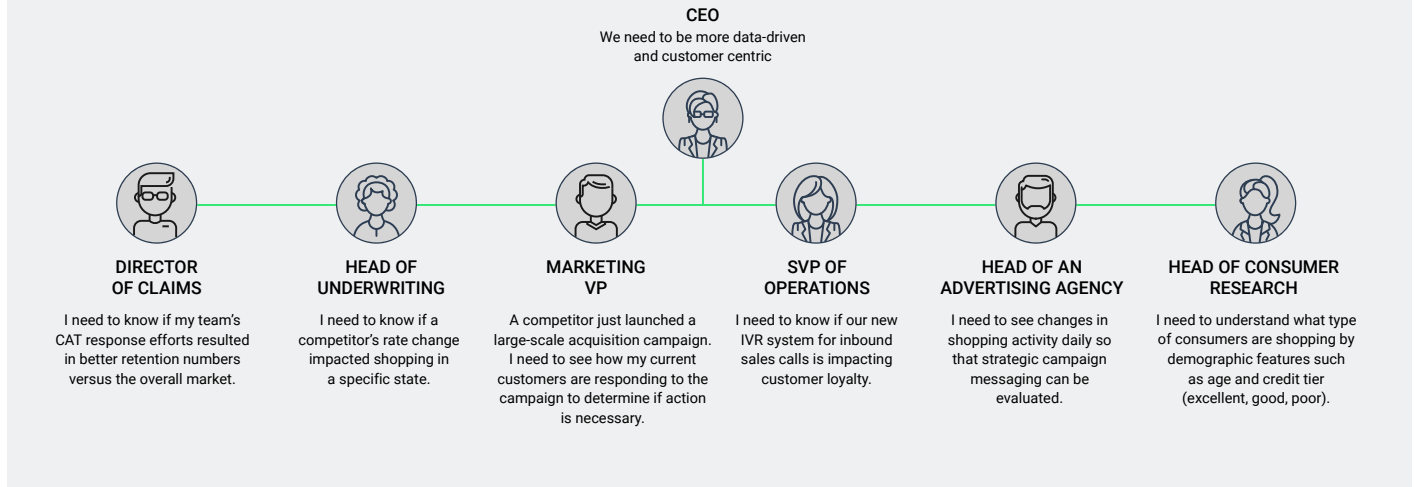
LIST enhancements allow subscribers to take segmentation to the next level. Dig deeper into the household level to measure not only home ownership and renting, but also number of vehicles and drivers insured.



Take a look at our Insurance Neighborhood for a glimpse at the household level insights subscribers are now able to incorporate into their strategies.

LIST IN THE FIELD

LIST subscribers are putting the data to work across their business. Here are the challenges they can check off their list:



Answer all of these questions and more with **LIST**. Contact your account representative today to get started.