

# Insurance Product Profiles

## Targeted Marketing Based on Insurance Product Usage

As an insurance marketer, knowing about your customers' insurance product usage helps to increase the effectiveness of your targeted marketing programs. Insurance Product Profiles from Claritas provide product usage information for more than 60 insurance and annuity products so that you can target your key customers, as well as increase customer loyalty and market share.

And with information on product usage for insurance products (such as auto, homeowners, life, medical and property policies), you'll create more precise targeted marketing campaigns.

### Gain a marketing advantage

Insurance Product Profiles give you a clear picture of the insurance behaviors and habits of your customers and markets and the power to:

- Create targeted marketing programs for your customers
- Increase customer loyalty and market share
- Gain greater insight into the insurance behaviors and habits in your marketplace
- Assess customer-purchasing habits for insurance products
- Understand how to position new product offerings
- Leverage consumption data to determine sales potential for each insurance product
- Gain better understanding of who buys from the competition
- Analyze purchaser profiles against media profiles to better understand your customers' lifestyle habits and how best to reach them

### Leverage the power of a national survey without the expense

The Insurance Product Profiles are based on Insurance Audit™ survey data. Insurance Audit is an extensive online survey that collects detailed information on household insurance product usage and behavior and household demographic characteristics. The survey is designed to generate a national representative sample of U.S. households and collects information about insurance products used and owned, number of policies, premiums and value.

### Multiple categories to fit your needs

Insurance Product Profiles provide use and balance information for the following products:

- **Auto and Property Insurance**—includes households that have auto, homeowners, renters, and/or rider insurance policies with collision, liability, average annual premiums, number of insured vehicles, etc.
- **Investment and Life Changes**—designates households who are high, moderate or low risk investors and by which method they do their financial planning—through investment advisor, financial planner or self-directed
- **Life Insurance**—includes households with life, group, term and/or whole insurance policies with average value, average annual premiums and average policies
- **Medical Insurance**—includes households that have HMOs, Dental, Medicare and/or individual insurance products with average annual premiums and average number of policies

In addition, the Insurance Product Profiles are designed to work in conjunction with other Claritas products so that you can integrate this vital market research information for a more complete targeted marketing picture of your customers and markets.



For more information on insurance targeted marketing, contact your Claritas representative at **(800) 234-5973** or visit **claritas.com**.