J.D. POWER
INSURANCE INTELLIGENCE

Auto Insurance Loyalty Indicator & Shopping Trends (LIST)

The insurance industry struggles to understand daily shopping insights.

Consumer expectations are rising and their ability to shop and switch has never been easier, placing stress on carrier PIF and lost premium. As you compete for customers every day, 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, 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 Auto Insurance LIST* provides a unique daily, competitive view of auto 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:

- **Take action**: pinpoint where market conditions are changing and where there are opportunities
- **Understand impact**: view changes that occur following operational initiatives

The Auto Insurance LIST provides a daily, competitive view of auto insurance shopping and loyalty behavior.

We offer tiered packages designed to fit your needs:

	Silver	Gold	Platinum*
Delivery on cloud-based dashboard	X	X	X
Updated daily	X	X	X
Access to national data	X	X	X
Access to state-level data		X	X
Access to dynamic marketing funnel metrics			X
Direct data feed via API			X

For more information about J.D. Power products and services, please contact your J.D. Power account manager or marketing.info@jdpa.com

THE DYNAMIC MARKETING FUNNEL

As part of our platinum package, we are excited to share our new dynamic marketing funnel. Carriers currently have the data to see who is quoting them. **But what if they could see who is quoting other brands?**

The LIST funnel provides a view of:

UNAIDED AWARENESS

AIDED AWARENESS

BRANDS QUOTED

BRANDS SELECTED
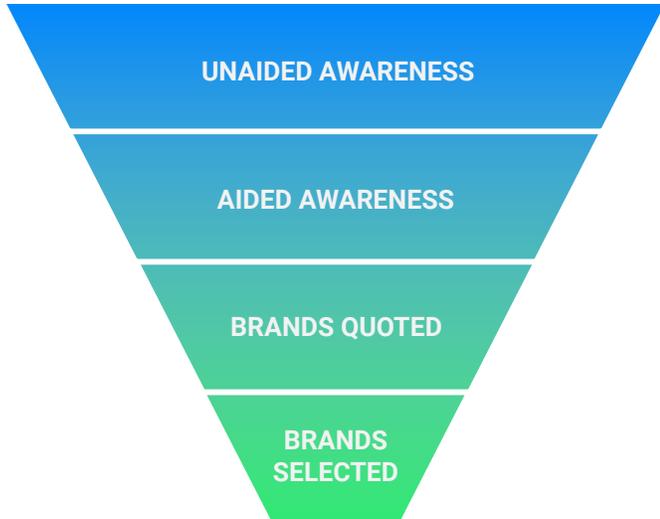
Subscribers can view these metrics across the top 20 brands* at a national, state, and metropolitan level. Funnels can be viewed over time to see who is winning, who is losing, what is happening in the market, and what has happened as a result of actions a brand has taken.

Use Cases: How can you put this data to work for you?

- **Underwriting** – Competitor A lowers rates in Illinois. Is this having an impact in capturing new business in the state? Which carriers are most impacted by Competitor A's rate action?

- **Claims** – A large CAT event has struck the southeast coast. How has this event influenced consumers in those markets? Have your CAT response team efforts resulted in better retention numbers versus the overall market? Do you need to re-double your efforts in this market?

- **Evolving Market Conditions** – The State of Michigan's no-fault policy expired in July of 2020. How are Michigan-based auto consumers reacting? Has there been a change in shopping activity? Which carriers are winning and losing with that market?

- **Marketing** - Competitor A has initiated a large up-spend marketing campaign in Texas. Is their investment impacting shopping in that state? Which carriers are being impacted and how are your customers responding? What actions do you need to take to respond to these daily changes?

- **Operations** – Are your operational decisions having an impact? You have implemented a new IVR system for all inbound sales calls. Are your efforts paying off or is it just a reflection of increased shopping activity in the market overall? Are these changes either positively or negatively impacting your ability to attract new business?

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

*Determined by market share

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