



DRIVING BETTER RESULTS

Why driving data is the missing piece in your agency's targeting strategy



Get to know your drivers

Telematics data can tell insurers a lot about driving behavior, but its usefulness shouldn't end at pricing premiums. Telematics data also tells a story about key audiences, from their go-to coffee shops to their commute routes and more – valuable intel that can inform audience targeting strategies. By discovering the answers to several common questions, you can learn how telematics data is the missing piece in your agency's targeting strategy.

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What is telematics?

Telematics provides access to mobility data – which includes information like how fast customers drive, the distances they drive and the routes they take, and how suddenly they brake. Using telematics, we can even track data that indicates distracted driving and other risky behaviors.

We gain this information through devices used by drivers (smartphones, in-car tracking tools or both) that record information about driving behavior. By opting into usage-based insurance programs, drivers often receive benefits like tips for becoming a safer driver or even a discount on their policy.

How do insurance marketers use driving data?

Marketers can use driving data to target drivers based on actual risk projections.

Since high-risk drivers are more expensive to insurance providers in the long run (they're more likely to get into accidents and file costly claims), marketers with access to quality driving data can convert low-risk drivers and increase customer lifetime value for their company.

Arity's "secret sauce" uses data points across millions of drivers to more accurately predict risk and identify which prospects are most likely to be profitable.

In fact, our top 25% of scored drivers have a lifetime value of up to 5x greater than the average driver. In the past, insurers collected this data as part of their telematics program. But now this data can be used upfront so you can set your sights on the best prospects.

What's the benefit for your agency?

If you're a marketer at a media agency, telematics data can power your campaign strategies.

For example, you can tailor messages to the best drivers and entice them with better insurance rates to increase click-throughs and conversions. You can even adjust your bidding strategy so you can bid more for high-quality drivers and less for risky drivers, allowing you to make the most of your client's budget.

On a broader level, this data can ensure that the campaign goals you and your clients create align with company goals like profitability and customer lifetime value.

By making this connection for your clients, you can strengthen your standing as a valuable strategic partner that cares about more than just the day-to-day KPIs you're measured against.

Insurance marketers and their agencies have **access to powerful data** that hasn't existed until now.

Never before have marketers been able to find and reach consumers at scale with targeted ad campaigns based on their actual driving behaviors.

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These incredible insights are at your fingertips — so what are you waiting for?

Let's start a conversation.

sales@arity.com