Who's Switching Insurance in the Next 12 Months?

Leverage Al-powered data on buyer intent & churn signals



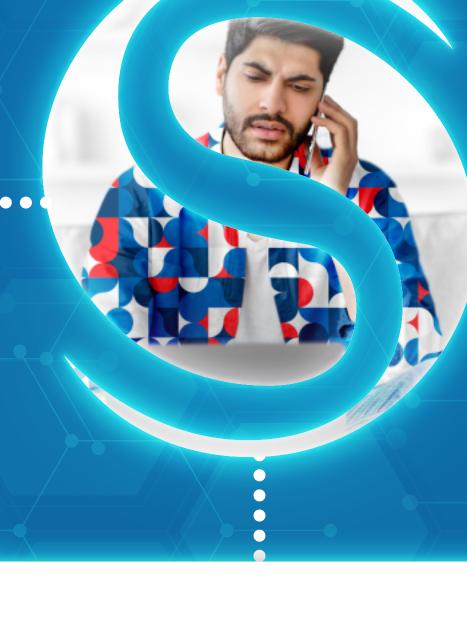
Likely to switch property insurance providers in the next 12 months

48%

Only get the minimum amount of insurance required

25%

Have been with their current insurance provider for 1-5 years



Most at-risk insurance providers

These providers may lose customers looking to switch insurers in the next year.

Resonate buyer intent & churn signals can tell you why.

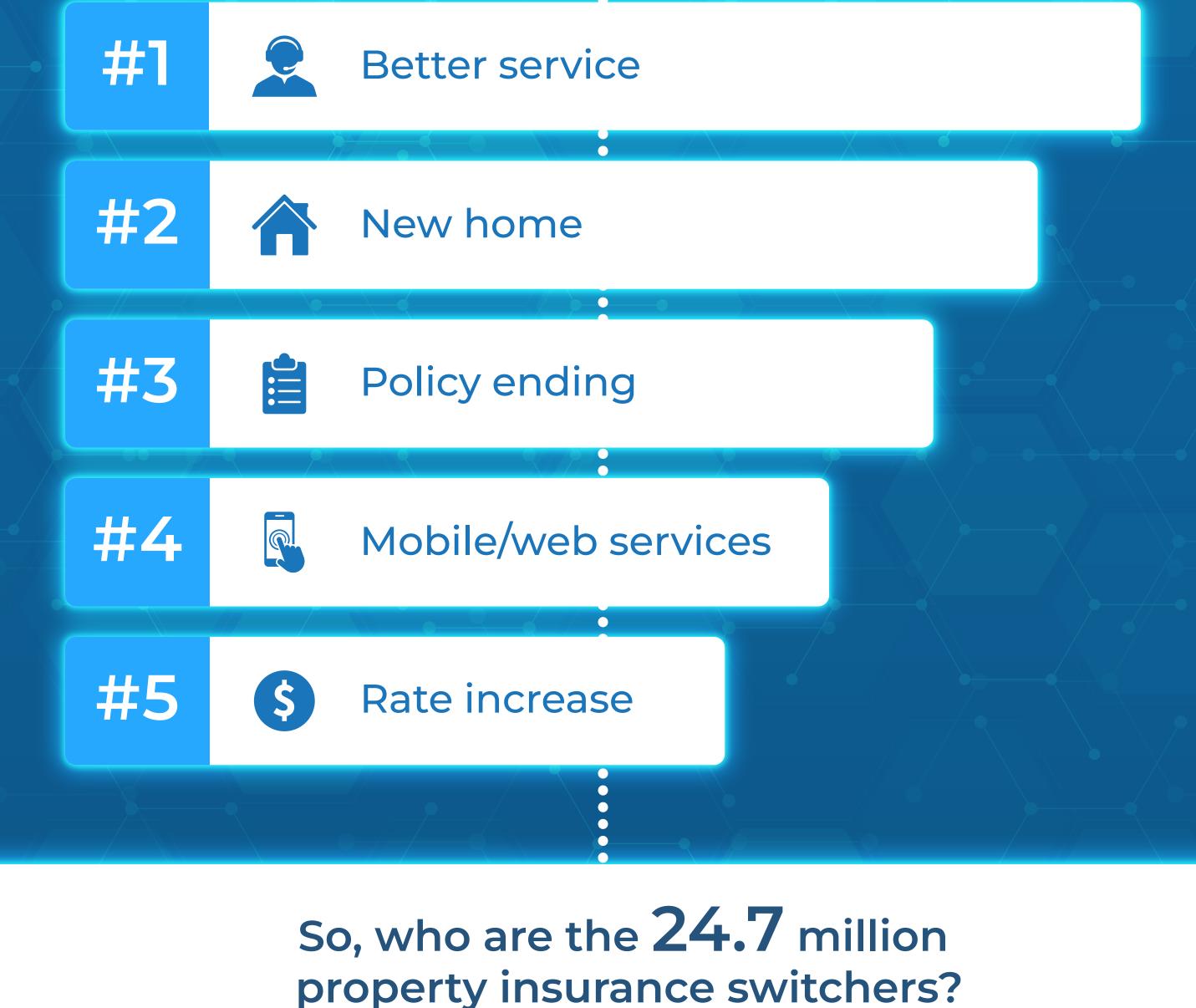
Allstate. PROGRESSIVE







Top 5 reasons insurance customers are switching



Demographics are foundational but they only tell a part of the story.





Family Guy

Big Bang Theory

· HBO Laptop Oxygen · Smart TV

Understand & act with a comprehensive

understanding of consumers

The insights shared in this infographic were uncovered using Resonate

Insurance, an Al-powered data set that provides insurance marketers with

better insight to fuel data-driven marketing across the customer lifecycle.

Want to learn more?

CONTACT US



ABOUT RESONATE

Headquartered in Reston, VA, Resonate is a pioneer in Al-driven data and intelligence, delivering proprietary, privacy-safe consumer data for insights, analysis and activation. The Resonate data set includes more than 14,000 rich, relevant, real-time data points that holistically describe more than 230 million US individuals. Resonate data is delivered through Resonate Append, which allows customers to leverage Resonate data anywhere and anytime; the easy-to-use Resonate Ignite platform; or through the highly-rated Resonate Managed Media Services. Hundreds of companies use Resonate to drive more effective marketing strategy and execution fueled by a more comprehensive understanding of their audience that extends beyond traditional demographics, psychographics and behavioral data to uncover why people choose, buy, or support certain brands, products or causes. For more information, please visit www.resonate.com. 855.855.4320 success@resonate.com www.resonate.com

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