



POWERLYTICS

POWERFUL DATA, SMARTER DECISIONS

Make More Informed Business Decisions

Did you know that claim volume is directly linked to the financial health of a region?

Attract and retain the right individuals and businesses with proprietary data that includes over 200 household metrics and data from 27 million businesses and 144 million consumer households.



Powerful Data, Smarter Decisions

Visit

▶ www.powerlytics.com
for a Demo

Contact

www.powerlytics.com
(215) 375-7576

Powerlytics for Insurance

Outperform Competition with Improved Risk & Market Assessment

Powerlytics' proprietary data and products are the latest data resource insurance professionals are using to:

- Implement more effective strategies for marketing, pricing, underwriting and claims based on a better understanding of policyholder's risk level
- Ensure that your customers are adequately covered in the event a family needs to replace the annual net income of a deceased loved one
- Determine the best area to successfully place your next insurance agency based on the financial health of an area, as well as how insurance agents currently perform in that area

How does this work?

Powerlytics' unique data set and analytical products provide insurance companies with information currently unavailable from other sources, allowing our insurance clients to make more informed business decisions to attract and retain the right individuals and businesses. This ultimately results in greater profitability for your business and adverse selection for your competitors.

Helping Insurance Professionals with New and Innovative Data Sources

Powerlytics' database provides a full financial view of all 144 million households and 27 million for-profit businesses in the United States. It is the most consistent, accurate, granular and comprehensive financial data on the state of the U.S. economy. Powerlytics has the only database that provides complete and accurate market sizing across granular geographic areas. It is not based on inaccurate and incomplete surveys. In contrast, it covers all households and companies with the most accurate financial data available in the market today.