



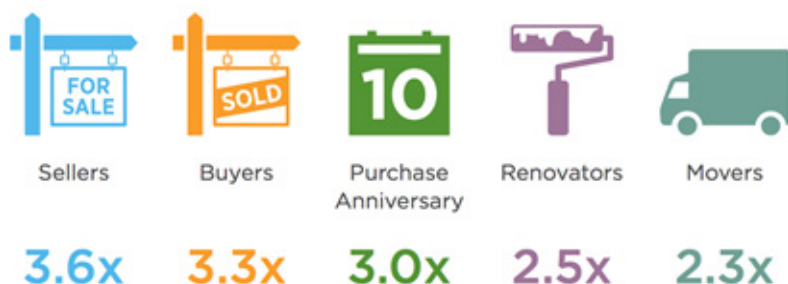
Understand. Enrich. Segment. Execute.

Data Solutions for Insurance Providers



Key insight for timely acquisition, retention and cross sale activity

Selling, buying, or renovating a home are major life events that influence household purchase behaviour. Consumers who go through these events have an **increased likelihood of switching their insurance provider:**



Greater Data provide access to over 2.4 million home insurance renewal dates which can be used to enrich customer files for cross sales or to drive acquisition; as well as identifying over 80,000 people moving every month. This will allow you to deliver your targeted messaging at exactly the right time.

Insight to our Property Life Stage Segmentation™ provides you with context into life stage decisions. For example, we can identify consumers who are most likely to be preparing to move home due to expanding family or those who are likely to be increasing their mortgage. This will allow you to leverage key life stage triggers for personal insurance.

If you would like to arrange a conversation about how Greater Data can help with your upcoming campaign activity, [get in touch](#). We'd be happy to tailor a solution to suit the needs of your business.

About Greater Data

Greater Data specialises in data-driven marketing with a proven track record of delivering effective and innovative solutions. We provide unique and proprietary access to powerful consumer and commercial data sets, insights and triggers.

We deliver actionable marketing insight using a combination of proprietary data assets, analytical expertise and commercial awareness.

Our broad and dynamic data resources ensure relevance, accuracy and results for a wide range of business applications.

Data-driven Marketing Specialists

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