Connected cars are projected to account for more than 90 percent of shipments by 2020, but many insurers struggle to build direct partnerships with automakers. Those partnerships are needed to tap the emerging power of telematics in offering lead-generation opportunities for sales of insurance telematics products through the automaker’s consumer experience—from mobile apps to in-dash interfaces.

Insurers may miss out on the customer segments they most want to attract, unless they can supplement traditional lead-generation programs with qualified “hot” leads in a marketplace driven by connected car data.

Bypass the traffic jam

The Verisk Data Exchange™ can accelerate the launch of UBI programs with a powerful customer incentive: Discount Alerts, which point consumers to potentially significant savings on their auto insurance. With the consumer’s consent, Verisk uses connected car data to calculate a Verisk Driving Score that insurers can use to trigger a Discount Alert based on driving behavior.

The Verisk Driving Score predicts future probability of claims using a model built on actual premium and loss history. This proven model is filed and ready to use in 43 states—or insurers can use normalized driving data from the exchange to power their own scoring models and trigger Discount Alerts.

Discount Alert provides insurers with qualified sales leads for connected cars and the capability to tailor campaigns to their target markets according to their segmentation criteria. Alerts can be pushed directly to the consumer through the automaker’s online portal or mobile app. When prospects choose to pursue discounted coverage quotes, the participating insurers retrieve the consumer’s Verisk Driving Score or driving data for use with their own algorithm to deliver quotes with UBI discounts.
Discount Alert: How it works

1. **OEM asks consumers to share data for UBI discount offers**

   - **Driving data**

2. **Verisk Data Exchange scores drivers**

   - **Insurers select driver segmentation criteria**

3. **Insurers send Discount Alert notifications to consumers based on driving scores**

   - **Consumer clicks on Discount Alert**

4. **Consumer arrives at insurer website**

   - **Insurer retrieves driving score**

5. **Consumer completes insurance application**

   - **Insurer calculates premium based on driving score**

6. **Consumer purchases new policy**

The OEM Insurance Marketplace powered by Verisk Data Exchange: Discount Alert

**What is it?**
- Verisk partners with major automakers and TSPs to deliver Discount Alert notifications to their car owners.
- Insurers notify these qualified and targeted customers for UBI discounts.

**How is it unique?**
- Connected-car sales leads are segmented by actuarially justified driving scores.
- Insurers can offer a new sales channel, i.e., OEM platforms.

![Discount Alert Diagram](image)

**Discount Alert Notifications**

- **Zeus Auto Insurance**
  - Save 18% with your UBI Discount
  - 18%

- **Triton Auto Insurance**
  - Save 15% with your UBI Discount
  - 15%

- **Area Auto Insurance**
  - Save 14% with your UBI Discount
  - 14%

Contact Information:

- **verisk.com/PAutoTelematics**
- **1-855-859-8775**
- **telematics@verisk.com**