

Use data-driven insights to optimize pricing and market strategies

Making pricing decisions based on your gut or because it's how the business has always operated might not create the same past success in today's fast-paced, digitally connected environment. Technology is making sense of data and giving you the intelligence to make more informed business decisions, like pricing.

IVANS Benchmarks provides your business this intelligence via artificial intelligence and machine learning-driven data insights on personal and commercial lines premium benchmarks. Powered by the most comprehensive dataset in the insurance industry, IVANS Benchmarks allow you to evaluate how competitive your pricing is against a range of industry premiums for similar businesses. The first line of business available for benchmark is Business Owners Policy for approximately 60 SIC codes.

IVANS Benchmarks provides your business with:

- Data-backed market intelligence when determining specific markets, products, and target segments to prioritize growth opportunities.
- Insight into how your commercial lines products pricing strategy compares to industry premiums to determine likelihood of winning a quote or potentially losing a renewal on price.
- The ability to compare quotes or renewals on a range of percentiles to raise close rates for new business and make data-driven decisions for remarketing renewals.

Enables your business to

- Make more intelligent pricing decisions based on the industry's largest data
- Prioritize market segments to focus on for growth
- Raise close rates for new and renewal business

Why IVANS?

IVANS is the property and casualty insurance industry's exchange connecting insurers, MGAs, agencies and the insured. IVANS' cloud-based software automates the distribution and servicing of insurance products.

For more than 35 years, IVANS innovation and expertise has connected more than 32,000 independent insurance agencies and 400 insurer and MGA partners to enable millions of people to safeguard and protect what matters most in people's lives.

Call 855.233.9128
Visit [ivansinsurance.com](https://www.ivansinsurance.com)

IVANS[®]
A DIVISION OF APPLIED