

**QUANTA**

# Home Move Triggers for Insurers

## Improve Customer Retention and Increase Acquisition Rates.

11% of UK consumers move house every year, which is the time your current customers are most likely to change insurance supplier, but it also offers a great opportunity to acquire new customers.

Quanta Home Move Triggers can help you identify exactly when to communicate to your current customers to reduce churn and also identify when new prospects are in market.

Triggers are built from our proprietary property data set of 29 million homes in Great Britain. By combining this data with our leading-edge deep learning capabilities, we have developed the most comprehensive set of 130,000 monthly Home Move Triggers which accurately predict move dates as well as the likelihood of moving. We provide Confidence Scores to the modelled data which enables you to quantify the impact of the prediction.

GDPR compliant with clear provenance, Triggers can be delivered in batch or via the Outra API.

## Home Move Triggers helps your business:

- acquire new customers
- retain existing customers
- improve marketing ROI.

**130,000**  
**MONTHLY**  
**TRIGGERS**

**CONFIDENCE**  
**SCORES**  
**APPLIED**

**1.1M**   
**HOME INSURANCE**  
& **85.1%** of  
**CAR INSURANCE**  
**CUSTOMERS**  
are comparing prices upon  
**RENEWAL**

To find out more about Home Move Triggers, contact us today.

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