

Online Form Fill

Improve the quality and quantity of online applications using Outra's Proprietary Property Data.


55 million policy purchases are abandoned each year during the application process. By pre-populating your online application forms using our proprietary Property Data, it will not only give you more accurate information but will greatly improve the customer experience.

A fully customisable data set is provided which has over 30 variables on 29 million homes in Great Britain. Key variables such as; property value, year built, number of bathrooms, roof type, energy attributes and a Home Insurance Rebuild Cost are available.

Our data is GDPR compliant with trackable known provenance and instantly accessible via API. We provide full transparency on modelled vs non-modelled data and all modelled features are accompanied by confidence scores, enabling you to decide which variables you want to include.

Online Form Fill helps your business:

- improve the customer experience
- pre-populate the Home Insurance Rebuild Cost field
- reduce form abandonment
- cut acquisition costs.

43% 
MORE
ACTUAL DATA
than other market providers*

15% 
MORE
ACCURATE

CONFIDENCE
SCORES 
for all modelled
features

20 
YEARS
EXCLUSIVE DATA
to train AI models

A selection of the variables on 29 million homes in Great Britain:



A sample of the property variables available are below, to view our full list please get in touch.

VARIABLE	DESCRIPTION	VOLUME
Number of Bathrooms	Total number of bathrooms: 1, 2, 3+	29,138,584
Number of Bedrooms	Total number of bedrooms: 0, 1, 2, 3, 4, 5+	29,138,584
Property Value	Market value: £100k-150k, £150k-200k, £200k-300k, £300k-400k, £400k-1M, over £1M	27,147,014
Floor Area (SQM)	Gross internal floor area: under 60sqm, 65-75sqm, 75-90sqm, 90-110sqm, 110-150sqm, over 150sqm	29,318,580
Year Built	Before 1930, 1910-1960, 1960-1980, 1980-2000, 2000-2020	29,318,584
Property Type	House, Flat/Maisonette, Bungalow/Chalet	29,318,584
Property Style	Mid-terrace, Terraced, Converted, Semi-detached, Detached, End-terrace, Purpose Built	29,318,584
Home Rebuild Cost	Predicted cost of rebuilding the property	28,283,526
Primary Roof Type	Type of roof: Thatched, Pitched or Flat	29,318,584

To find out more about Online Form Fill, contact us today.

sales@outra.co.uk