

**Maximize  
Growth**

**Differentiate  
with Expertise**

**Understand  
Industry Issues**

Industry Insight provides insurers with insight into an industry's business environment, insurance pricing, losses, and exposure data on existing, new, and prospective clients. Grow your market share in niche industries by gaining expert specialist knowledge which is beneficial for roles including:

## Pricing & Ratemaking Benefits

Improve profitability.

- Follow evolving trends in risk and exposure and adjust rates
- Stay current on industry milestones/events and how they affect your book
- Know how your competition is operating in this industry

## Product Development Benefits

Grow your business.

- Understand how sub-industries differ from the industry
- Follow evolving trends in risk and exposure and modify your products
- Know when the competition has modified their products and the impact

## Marketing & Distribution Benefits

Increase competitiveness.

- Establish thought leadership among broker community
- Establish brand reputation with clients
- Maintain and sharpen expertise

## Business Development Benefits

### Prospecting

- Spotting opportunities to prospect
- Proactively engaging with prospects on current industry topics
- Prospect more effectively by identifying industry challenges to solve

### Differentiation

Build expertise in vertical markets by knowing and understanding your client's industry exposure, loss trends, and insurance purchasing trends.

## Research Department Benefits

### Efficiency

- Reduce demand on research staff through outsourced information
- Produce industry-ready materials faster and lower servicing cost

## Why Industry Insight?

### Industry Trends

- *What are current rates and purchasing patterns in the insurance market?*
- *What type of losses and severity have comparable peers experienced?*
- *What are the evolving business strategies in a particular industry?*
- *What is the state of regulation in my industry?*
- *How do I access industry focused researchers?*

### Risk Profile

- *What are the high-level business exposures my industry experiences?*
- *What is the trend of my industry's exposures?*
- *What are the comparable financial strength and growth rates of my industry vs. financial market indices?*
- *How do I create target lists to prospect?*

### Industry News

- *What are the top issues facing my industry?*
- *How do I proactively engage with my clients on their industry's leading issues?*
- *How do I prospect for new clients based on the latest developments in their industry?*

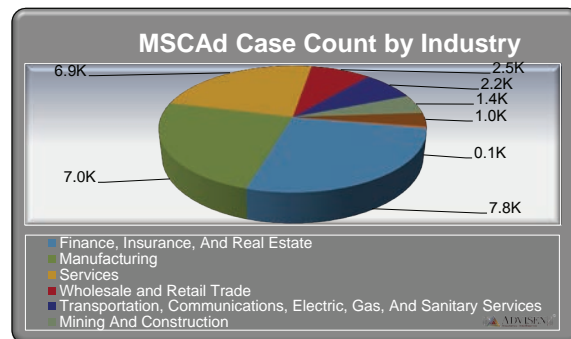
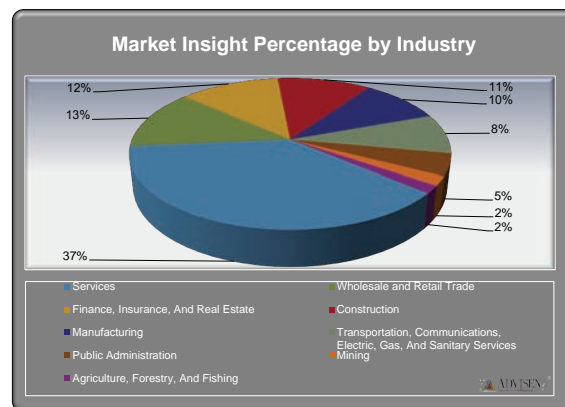
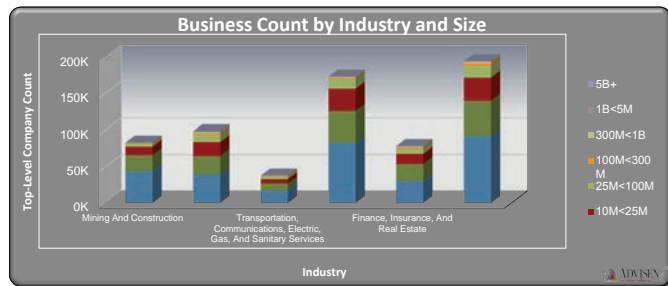
## Industry Insight Data

All data is searchable by client industry market segments including: geography, company size, company type, sub-industry and coverage type.

Industry analysis including industry overview, business environment, and analysis of industry initiatives and the resulting risks.

Industry Insight Data includes intersected:

- Policy details on Millions of transactions
- Loss information on millions of events
- Business information on all business with greater than \$500k in sales



## Delivery Methods

Industry Insight is available via the following delivery methods:

- ☐ Online
- ☒ Reports
- ☐ Feed
- ☐ Direct
- ☐ MS Office
- ☒ News

## Industry Insight Reports

Industry Insight Reports provide in-depth information on more than 100 industries. The reports contain critical analysis, statistics, and qualitative commentary from our in-house research team, as well as Advisen's proprietary data including pricing and loss information.

## Industry Insight News

Industry Insight News is available via Front Page News subscription. No need to waste time reading various publications to find industry-relevant news! Our editors sift through over 60,000 articles from more than 4,000 US and international news sources and select the top 15 articles related to your industry focus so you can spend more time growing your business.

### About Advisen Ltd.

Adisen generates, integrates, analyzes and communicates unbiased, real-time insights for the global community of commercial insurance professionals. As a single source solution, Advisen helps the insurance industry to more productively drive critical decisions about pricing, loss experience, underwriting, marketing, transacting or purchasing commercial insurance. Advisen enlightens, solves, and streamlines challenges for its clients through its three divisions. Advisen's data, analytics and news services are game-changers for more than 150,000 professionals.

+1.212.897.4800 | [info@adisen.com](mailto:info@adisen.com) | [www.adisen.com](http://www.adisen.com)

