Who’s Switching Insurance in the Next 12 Months?

Leverage AI-powered data on buyer intent & churn signals

24.7% of property insurance providers will lose customers in the next 12 months

48% of property insurance customers have been with their current insurance provider for 1-5 years

25% of property insurance customers are likely to switch in the next 12 months

Most at-risk insurance providers

These providers may lose customers looking to switch insurers in the next year. Resonate buyer intent & churn signals can tell you why.

Better service

#1

#2

New home

#3

Policy ending

#4

Mobile/web services

#5

Rate increase

Top 5 reasons insurance customers are switching

1. Better service
2. New home
3. Policy ending
4. Mobile/web services
5. Rate increase

So, who are the 24.7 million property insurance switchers?

Top TV shows

• Criminal Minds
• Family Guy
• Big Bang Theory

Top TV networks

• Univision
• HBO
• Oxygen

Here are the must-know insights into insurance switchers:

Understand & act with a comprehensive understanding of consumers

The insights shared in this infographic were uncovered using Resonate Insurance, an AI-powered data set that provides insurance marketers with better insight to fuel data-driven marketing across the customer lifecycle.

Want to learn more?

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About Resonate

Headquartered in Reston, VA, Resonate is a pioneer in AI-driven data and intelligence, delivering proprietary, privacy-safe consumer data for insights, analysis and activation. The Resonate data set includes more than 14,000 rich, relevant, real-time data points that holistically describe more than 230 million US individuals. Resonate data is delivered through Resonate Append, which allows customers to leverage Resonate data anywhere and anytime; the easy-to-use Resonate Ignite platform; or through the highly-rated Resonate Managed Media Services. Hundreds of companies use Resonate to drive more effective marketing strategy and execution fueled by a more comprehensive understanding of their audience that extends beyond traditional demographics, psychographics and behavioral data to uncover why people choose, buy, or support certain brands, products or causes. For more information, please visit www.resonate.com.