



Propensity to Buy Score

Accurate and Instant Lead Qualification

Focus your Sales Efforts on Leads Most Likely to Buy

Insurance carriers, brokers, and agencies share a common objective when it comes to third-party leads and online applicants. They all want to spend marketing budgets and agent time on quality opportunities that are most likely to convert.

The challenge is knowing if your leads are good quality or understanding how serious that online shopper is about purchasing a policy. With our SOC2-compliant, cloud-based **Propensity to Buy scoring service**, Fenris can answer that question. All it takes is a name and address and an API-based connection to Fenris.

We match your applicant or lead to our proprietary database to create an enriched prospect profile. Then we run the profile through your custom scoring algorithm, returning the results for injection into your workflow in real time.

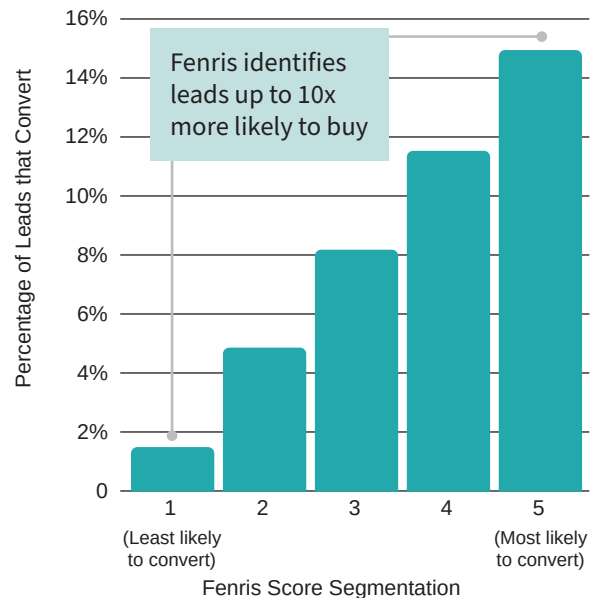
With millions of applicants scored, a third-party-sourced, non-FCRA database that covers more than 97% of the US population, and staff data scientists who customize predictive machine learning algorithms to fit your customer profiles, Fenris is uniquely qualified to optimize channel performance, accelerate growth and reduce the cost of customer acquisition.

Identify applicants
up to **10x**
more likely to buy



fenrisd.com/signup
hello@fenrisdigital.com
Propensity to Buy Score

Fenris Lead Segmentation - Predicted Propensity to Buy



Fenris machine learning algorithms continuously learn and improve over time

Quote your best applicants faster with insight from Fenris scoring-as-a-service

Our SOC2-compliant, cloud-based service delivers 99.99% availability

Contact us to boost your conversion rates

Connect