



Fenris Digital: Data and Analytics for the Insurance Industry

Modernizing Customer Acquisition and Policyholder Engagement

Fenris Digital (Fenris) delivers real-time predictive analytics and data enrichment at scale to enable modern, streamlined customer acquisition workflows across auto, home, life, and small business commercial lines insurance products.

Our robust APIs deliver insights directly to the workflows and applications of insurance and financial services companies. With our services, customers learn more about their prospects and customers so they can:

- Prioritize the right leads in real time to increase sales
- Reduce the cost of customer acquisition
- Enhance the applicant experience
- Improve customer retention
- Capture up-sell and cross-sell opportunities

As an innovator in insurance data sourcing, Fenris curates and continuously updates its well-established, proprietary data repositories of 255+ million people, 130+ million households, 30+ million small businesses, and all properties in the U.S.

These data repositories, paired with alternative data and sophisticated applications of machine learning (ML) and data science, are the foundation of Fenris' suite of SOC2-compliant products designed to reinvent the way the insurance and financial services industries acquire and use data for actionable insights.

Our existing customers include traditional insurance carriers, brokers, and agencies and new entrants to the industry that are taking a technology-first approach to quoting and offering insurance and related services.

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Industry Recognition



- Efma-Capgemini Financial NewTech 2021 Watchlist
- #20 in the Sonr Insurtech Top 50 list
- “New and Noteworthy” data player by analyst firm Novarica (now Aite-Novarica)

Product Categories

Predictive Scoring uses customized, continuously improving machine learning models to score leads and customers for propensity to buy, personal financial responsibility and lifetime value.

Data Prefill and Enrichment products deliver data to supplement customer profiles or prefill applications for friction-free quoting and a better customer experience.

Life Event Monitoring & Alerts (LEMA) monitors changes in policyholders' lives, using anonymized data to identify unique retention and upsell opportunities.

Contact us to learn more

Connect