

Arity Marketing Solutions

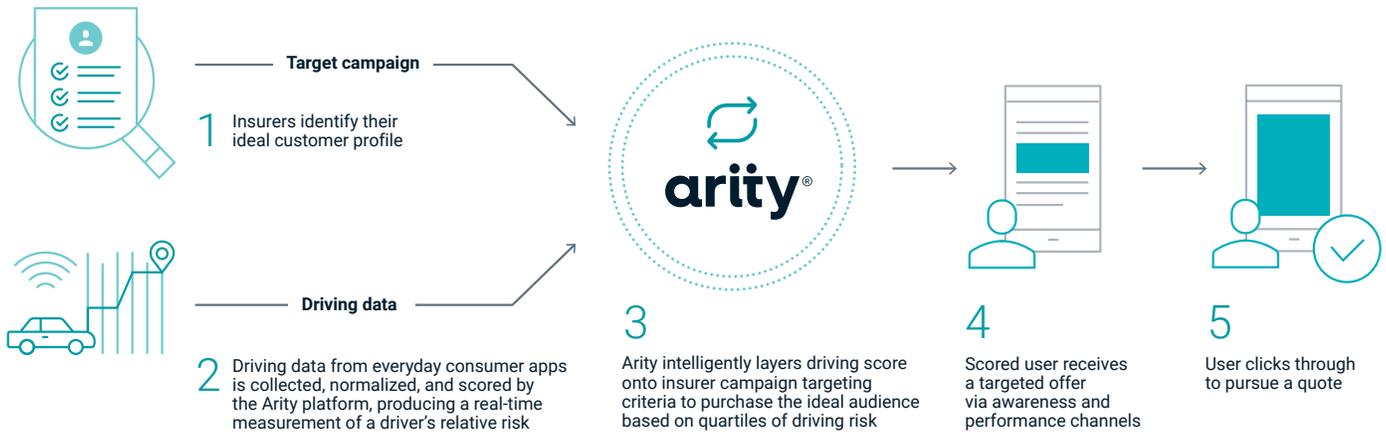
Attract the most profitable drivers with telematics-based targeting

Traditionally, insurance marketing has relied on demographic and behavioral data to target potential customers. While useful at a high level, these proxies fall short when it comes to considering customer value and retention. Now, you can reach the most profitable customers from the outset using the nation's first telematics-based marketing platform. Leveraging the Arity DrivesightSM score, our solutions help you target based on relative risk before customers quote or enroll in your telematics program, helping you attract the right prospects for the right price and boost your customer acquisition ROI.



Individuals in the top 25% of scored drivers have a **3.3x greater lifetime value** relative to the average scored driver

HOW IT WORKS



Ready to learn more?
Let's start a conversation.
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