



HARNESS THE BENEFITS OF DRIVING DATA

Target the metrics that matter: Four key performance indicators to focus on as you pursue a telematics program

As you weigh the cost and effectiveness of a telematics program, long-term success hinges on your ability to target the right metrics. A partner that prioritizes and monitors the right mix of KPIs can help ensure you're hitting critical benchmarks for immediate program payoffs and continuous improvement.



**Enable long-term
program success
with four KPIs**

By capturing critical insights from driving data, Arity helps you define and improve on KPIs that optimize your insurance offerings. Regardless of your internal team's specific goals, here are the four metrics you need to consider to reap the full benefits of driving behavior data:



Greater marketing ROI

Arity enables insurance carriers to customize messaging to target consumers based on actual driving risk behavior — not proxies. We built a network of scored drivers using integrations with mobile apps, data partners, and our access to massive amounts of actual claims data. This allows us to provide insurance marketers with drivers' risk levels so you can reach your ideal audience, provide aggressive pricing to close a higher percentage of less-risky drivers, and ultimately, boost customer acquisition ROI.



Increased retention

In a survey of nearly 2,000 auto insurance customers, price was identified as the most important factor when selecting an auto insurance provider. With Arity's vast data set and comprehensive risk modeling, reflecting not only the frequency but also the severity of accidents, you can be more confident in the competitive prices and discounts you offer safe drivers. The lower premiums you offer your safest drivers, coupled with the increased pricing transparency of telematics, can lead to higher retention rates.



Increased program adoption

Onboarding and gaining buy-in from agents, key internal stakeholders, and customers can be a challenge with telematics programs. Arity partners with you to ensure you have the resources, educational tools, and expertise to engage with your agency force, internal stakeholders, and end users — including program design, distribution, and enrollment best practices. As a result, you have the tools and resources you need to achieve internal buy-in and industry-leading take rates.



Loss ratio improvement

Not all driving scores are created equal. Scores built without actual insurance loss data, or that don't incorporate interactions with insurers' existing rating variables, will not provide the same level of insights for pricing as scores that are. With the Arity Drivesight® score built on the world's largest **telematics data set** tied to actual claims data, you can improve your loss ratio on the riskiest drivers by 29 points by more accurately connecting insurance pricing to driving habits. And, with our technology solutions that provide features to motivate driving behavior change, you can reduce losses by up to 30% on even the safest drivers.

Support long-term growth by targeting meaningful KPIs

Implementing a program that targets meaningful metrics is the first step toward achieving your long-term goals with driving data.

Arity is uniquely positioned to help you target crucial KPIs and fully harness the benefits of driving behavior data. Our more than 600 billion miles of driving behavior data and prebuilt data collection structures mean you access the most predictive measure of driver risk so you add value throughout your customer lifecycle.

Ready to build a telematics program that targets meaningful KPIs? **Let's chat.**