

Predictive Agent Routing in a Lead Marketplace

Turning Buyer Intent Signals into Marketplace Revenue

By applying real-time Propensity-to-Bind models at the point of lead intake, this insurance lead marketplace dramatically improved conversion, reduced lead waste, and restored trust across its agent network, all without increasing traffic spend.

Customer Overview

An insurance lead management and resale marketplace purchasing inbound traffic from six independent lead vendors and distributing leads to a network of independent insurance agents. Success depends on accurately assessing buyer intent and routing leads to agents who can convert them efficiently.

The Challenge

Leads were routed without any real assessment of buyer intent, despite wide quality variation across vendors. Every lead was treated the same.

The Impact of Blind Routing

- Baseline conversion stalled at 2.5%
- High waste from low intent buyers
- Inconsistent agent performance and partner friction

The Solution: Predictive Agent Routing

Fenris deployed a real-time **Propensity-to-Bind model** at lead intake to score buyers across all six vendors and prioritize routing based on likelihood to convert.

What Changed

- Likelihood to bind scored at intake
- High-intent leads routed to top agents
- Low-intent traffic deprioritized

Without changing traffic sources or agent workflows.

Leads routed using predictive intent signals were **2.7X** more likely to convert once placed with the right agent.

Results & ROI

Business Impact

- Conversion increased from **2.5% → 6.8%**
- **2.7X lift** in conversion performance
- Top scoring leads drove majority of sales

Business ROI

- Nearly **3X efficiency** from existing traffic
- Stronger unit economics across vendors
- More predictable revenue performance

Why It Matters

In lead marketplaces, growth doesn't come from more volume. It comes from making better decisions earlier. Fenris turns routing into a revenue lever by applying real-time intelligence at intake.