

Win More from Every Lead with Fenris Lead Intelligence

Smarter acquisition. Higher conversion. Zero guesswork

In personal lines insurance, every lead counts—but not every lead is created equal. With **Fenris Lead Intelligence**, you gain instant visibility into which leads are most likely to convert—before your team ever picks up the phone. Applicable across Auto, Home, and Property and Casualty Insurance, our predictive models score leads in real time, so you can **prioritize high-value opportunities, route smarter, and eliminate wasted spend**.

Designed for carriers, MGAs, and digital agencies managing large lead volumes, Fenris delivers actionable scoring with sub-second response time, integrating easily into your CRM, dialer, or ping-post infrastructure.

"We are hitting our buyers' KPIs and investing in solutions that helps us scale relationships-not just transactions."

The Fenris Advantage - Built for Insurance

- Trained on over **50 million insurance-specific outcomes**
- **Tailored decision models** aligned to your channels, reps, and workflows
- **Continually retrained models** that evolve with lead sources and buyer behavior
- Proven to reveal up to **20x variation** between top- and bottom-tier leads

Key Features

- Lead scoring from 1–5 to guide prioritization
- Sub-second response time (avg. <0.2s)
- Seamless API integration into CRMs, dialers, and ping-post trees
- Compatible with Auto, Homeowners, and Property and Casualty lead types
- Models trained on your data, anonymized industry data, or both
- Scalable infrastructure that scores millions of leads monthly
- SOC2 certified for enterprise-grade data security
- Transparent scoring logic and usage reporting built-in

An MGA leveraged Fenris to surface high-quality home insurance leads and improve real-time routing to agents.

The result? **A 2.2% point lift in transfer rates, fewer dials, more quotes, and higher ROI from smarter matching and retention.**