fenris

Know Who Will Bind Before They Do with Predictive AI

Smarter acquisition. Higher conversion. Zero guesswork

Understanding which leads are most likely to convert is critical to reducing cost of acquisition and maximizing ROI. **Fenris' Propensity to Bind** uses advanced predictive modeling to deliver real-time insights into bind likelihood—so you can focus your efforts on the leads that will close.

By analyzing your historical outcomes alongside current market behavior, Fenris empowers you to instantly assess lead quality and take immediate action—at the moment of intake, quote, or routing. That means fewer wasted dials, smarter distribution decisions, and a stronger, more predictable pipeline.

Real World Results - Results that Matter

A national carrier implemented Fenris' Propensity to Bind model and re-prioritized its outbound strategy using real-time predictions.

The result? **22% increase in bind rate in just 30 days—with no increase in advertising spend.**

By surfacing high-probability leads earlier in the funnel, the carrier reduced wasted outreach and improved both agent productivity and cost efficiency.

The Fenris Advantage

- **Fast and Seamless Integration** - API-ready and easy to plug into CRMs, dialers, and ping-post systems—no heavy lift required..

- **Customizable Models** - Purpose-built for each client and line of business using your data, market context, and distribution strategy.

- **Continuous Learning** - Models retrained with new signals and outcomes to stay ahead of market shifts.

- **Industry Expertise** - Built specifically for insurance—auto, home, commercial, and specialty lines.

- **Proprietary Data Access** - Tap into exclusive behavioral signals that traditional lead providers can't see.

Key Benefits

- **Boost Conversion Rates** - Focus on leads most likely to bind and tailor outreach based on predictive insights.

- **Reduce Cost of Acquisition (CAC)** - Lower your acquisition spend by cutting noise and doubling down on high-converting segments.

- **Optimize Distribution Paths** - Use intelligent signals to guide each lead to the right sales channel or rep—automatically.

- **Improve Resource Allocation** - Maximize sales and marketing impact without expanding your team or budget.