



Insurance Breakfast – Launching Market Blueprint: A new source of data to understand the insurance market, brands and customer performance

Quantium has recently formed a joint venture with one of Australia's Big 4 banks to develop a new source of competitive intelligence and customer information called Market Blueprint.

Using de-personalised customer transaction data, Market Blueprint contains the actual purchase behaviour of over two million consumers, encompassing over half a billion electronic transactions per annum. Market Blueprint offers accurate, current and detailed insights into the performance of markets, brands and consumers across Australia.

In this session, Adam Driussi will utilise data from Market Blueprint and a range of other sources to discuss issues such as:

- Recent trends in personal insurance market share by customer segment
- New entrants – what impact are they having?
- What impact is competitor advertising having on sales?
- Strategic partnerships – using data to identify potential marketing partners
- Customer targeting – understanding your target market in more detail
- Customer segmentation – understanding your customers' purchasing behaviours in more detail
- Switching behaviour – understanding the profile of switchers
- Share of wallet – understanding your share of wallet for different customer segments

Adam is a Director of Quantium and is recognised as a thought leader in the insurance industry. He has over 15 years of experience, specialising in all aspects of personal insurance pricing and marketing.

Where: Adelaide Room, Sofitel Wentworth Hotel, Sydney

When: Tuesday 1 December 2009. 7.30am – 9.00am

Where: Crown Towers, Melbourne

When: Thursday 3 December 2009. 7.30am – 9.00am

RSVP: sabrina@quantium.com.au by Wednesday 25 November 2009

For further details on Market Blueprint, visit www.marketblueprint.com.au