

MEDIA RELEASE

New alliance offers landmark analytics for finance and insurance firms

Sydney 8 February 2017 – Insurance and finance industries are set to benefit from a new strategic partnership announced today. Finity, Australia’s largest independent actuarial and analytics consultancy have announced a strategic alliance with global measurement company, Nielsen - giving businesses unique access to combined qualitative and quantitative analytics data for the first time.

The offering allows businesses to track and optimise customer segments through research and data. This refines the timing of customer communications to improve conversion, propensity to switch and the overall customer experience.

“Our partnership with Nielsen creates a customer analytics offering not currently available in the Australian marketplace. It will enable finance and insurance businesses to accelerate and vastly improve marketing ROI by closing the loop on understanding of the customer value, with how to reach them,” said Aaron Cutter, Finity Director.

“Insurance organisations will now have the ability to access consumer research via Nielsen to uncover their customer’s ‘decision to purchase moment’ and combine this with high powered analytics to describe desirable customer segments,” said Jonathan Kavanaugh, Director, New Business and Partnerships

The alliance means insurance businesses can now put the magnifying glass over their customers to streamline their efforts and gain more purchasing power – while identifying new customers at the same time.

“Finity’s proprietary Defin’d data set also allows users to extend these findings to the entire Australian population and uniquely segment by demographics, social nuances, purchasing behaviour and media consumption data – previously this level of detail has not been available,” Cutter added.

Finity, known for their actuarial and analytics work, brings years of development devoted to advanced machine learning and statistical techniques within reach for all businesses. This is coupled with the Defin’d data set, that offers an unprecedented level of detail of Australian households. Nielsen brings its leading market research insights and completes the customer profile.

“Finity and Nielsen’s unique combination of research, data, analytics and insights gives finance and insurance organisations the ability to put their customers at their core and gain a deeper understanding of how they impact their business,” said Cutter.

About Finity & Defin’d

Finity is a leading independent actuarial and analytics firm providing advice to government and business. As one of the biggest employers of actuaries, we are the true ‘data experts’. Market-leading technical analysis is a core part of everything we do.

Finity was awarded the Australian Insurance Industry’s 2015 & 2016 Professional Services Firm of the Year. www.finity.com.au

Powered by Finity, Defin’d is a unique big data, analytics and consulting service that profiles Australian households - offering an unprecedented level of detail to reveal powerful insights into current and potential customer needs and behaviours.

www.defind.com.au

About Nielsen

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90 percent of the world's population. www.nielsen.com

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