

Atidot

Makes Insurance Smarter

Use Atidot to predict customer insurance needs, lapse patterns and profitability. Build smart segments and gather personalized insights.



The Challenge

Life insurance marketing campaigns have traditionally been costly with low yield. Marketing campaigns have little to no understanding of the target audience. Even when carriers are successful in on-boarding a client, a quick lapsation can result in a negative impact on your bottom line.



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The Solution



**Company's
Data**

- Policy Admin System
- Cash Flow Management
- CRM



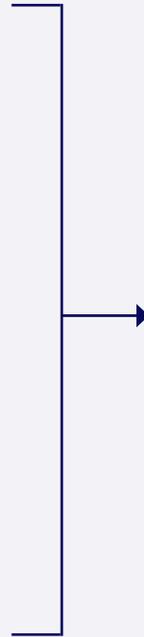
**Atidot's 3rd
Party Data**

- Geo Data
- Financial Data
- Unstructured Data



**Real Time
Triggers**

- Changes In Policy
- Life Events
- 3rd Party Social Data



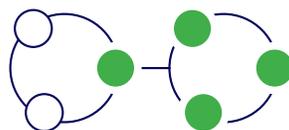
Insurance behavior modeling based on Machine Learning, AI and actuarial models. Connected to the business. Integrated with your system and connected to your sales force.

Why Atidot

Atidot offers a pioneering platform designed to address the specific needs of life insurance carriers. Our platform is suitable for use by non-technical teams and delivers actionable results across all specialties. The system was designed by a team of data and actuarial experts.



Understand your clients to develop a long-term personalized relationship



Optimize distribution channels and marketing communications to improve efficiency and generate revenue



Holistic view of policyholder life cycle to address new products, markets and connect profit and risk