

February 7, 2008

## **Who is the best target for your insurance marketing efforts?**

**Society of Insurance Research** Past President Candace Thornton will address that question in a free webinar just a few days from now.

Host: Chris W. Kite, MBA, Vice President of Business Development, COSS  
Special Guest: Candace Thornton, AVP Practice Management, Claritas Inc.  
Date & Time: **Tuesday, February 12th, 2 p.m. EDT/1 p.m. CDT**

Click [here](#) to Register now!

This discussion, part of the Market Connection series hosted by COSS, will help uncover your best target in light of competitive forces with a case study on insurance consumer segmentation. Candace will discuss:

- Who are the best targets? Where are they? What is the cross-sell wallet?
- The back-story of consumer segmentation. Find out the match key necessary to bring many sources of data together that will assist you in making strategic decisions.
- The foundation from which to build great cross-sell or new acquisition targets.
- The findings in Claritas' latest insurance primary research study of 35,000 consumers respondents. Sliced by life stage segments, the results will show key insurance behaviors and why consumers choose particular carriers.

The 45 minute webinar will be followed with a Q&A session for your questions about insurance market segmentation.

Visit [www.sirnet.org](http://www.sirnet.org) to learn more about the Society of Insurance Research.

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