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# Consumer Intelligence:

## Landlord Price Benchmarking

exciting insight®



## ABOUT US

Building confidence in the financial world, by turning data into decisions.

We don't just deliver data and insights, we deliver clarity.

Our intelligence helps businesses understand not just where they stand in the market, but what to do next, so you can make informed decisions, shape smarter strategies, and move with confidence.

With 20 years of experience turning noise into direction, we help you refine propositions and services, so they resonate with customers and stand out in a crowded market.

Use our intelligence to uncover what's working, what's not, and what to do next. We help you cut through complexity, identify opportunities, and act with clarity, confidence, and purpose.

Consumer Intelligence – Intelligence that moves you forward.



### Opportunity

By arming you with insights about your own performance, as well as what your competitors are doing and what your customers need, we can help you find golden opportunities for your business to differentiate itself from the competition.

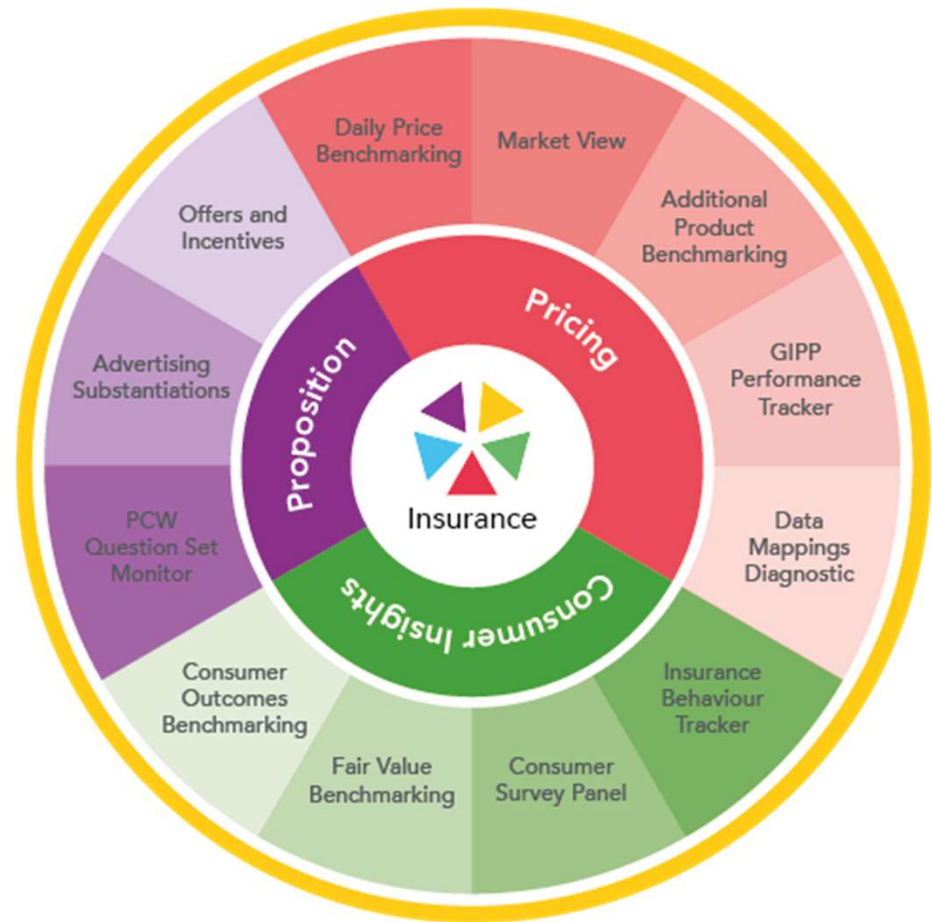
## Our products: a complete picture of your market and customers

### Insurance

We blend price tracking and consumer feedback like no one else.

Since 2003, we've monitored millions of live prices from direct insurer and comparison websites across all UK general insurance sectors, from Car to Pet, to Ireland and SME & Landlord markets. Alongside this, we gather consumer tracking data via our own research panel, Viewsbank.com.

By uniting these two powerful perspectives, pricing data to reveal market position and consumer insight to uncover behaviour, we give clients a 360-degree view of the landscape and what truly drives their customers.








## The Landlord Benchmarking Proposition

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- ▶ The Landlord home insurance market is evolving fast: shifting needs, aggressive competitors, and unpredictable pricing.
- ▶ Relying on feedback alone? That's guesswork. You need clarity.

## Overview

Market price visibility of 1,000 landlord risk profiles across direct providers and PCWs every month so you can accurately compare your pricing against competitors and the market.

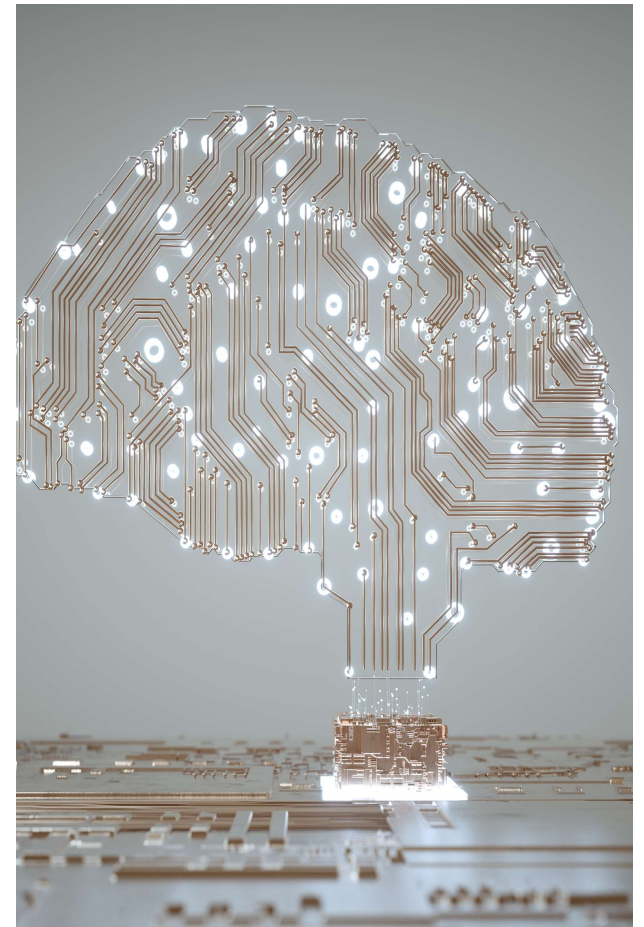
-  **Strengthen Your Market Position:** Make data-driven decisions with credible insight to sharpen your pricing and stand out.
-  **Boost Your Quotability:** See how your prices stack up, refine your strategy and win more business.
-  **Get Relevant Insights:** Our monthly dataset covers 1,000 landlords, your actual market, not guesswork.
-  **Stay Ahead of Trends:** Track market shifts and adjust your pricing strategy before the competition does.
-  **Price Substantiation Messaging:** Built on ASA-approved methodology, our service delivers marketing messages that showcase customer savings, giving your brand a powerful competitive edge.



## Approach

We capture monthly Landlord pricing across PCW and Direct channels, using a nationally representative sample of 1,000 risks.

- This delivers a full, balanced view of market trends, pricing strategies, and competitor movements, including segmented views.
- ASA-approved price substantiations, derived from our pricing data, are provided for use in above or below-the-line campaigns.
- Plus, the option to add on LLD specific consumer panel insights, delivering quarterly intelligence on behaviour, trends, and what really drives customer decisions.



**Pcw Collection**








Simply Business powers  
MSM, GoCo & Confused

**Direct Collection**





## Deliverables

-  Insight Reports
-  Price Benchmarking analysis
-  Raw Data access
-  Price Substantiation messages for Marketing use
-  Option to add quarterly Buyer Behaviour analysis  
(including shopping/switching rates, market share and winners and losers' insight)

### Insight Reports

- Focus area analysis available at client request
- Monthly or quarterly delivery cadence
- Shared in a Powerpoint format

### Raw Data

- Risk profile data
- Files split across PCW & direct channels
- Data files in Excel (csv) format but can be tailored to meet needs

### Price Substantiations

- ASA compliant messaging valid for 3 months
- Range of messages generated from % to £ save-up-to
- Can be used across multiple media channels including PCW banners

Results from pricing data collected will determine messages approved by CI





# Ready to see what others can't?

hello@consumerintelligence.com  
0117 317 8181  
consumerintelligence.com



Consumer Intelligence  
Shore House (2<sup>nd</sup> floor)  
68 Westbury Hill  
Bristol  
BS9 3AA

insights@consumerintelligence.com  
www.consumerintelligence.com

exciting insight<sup>®</sup>

