



Stop Guessing. Start Knowing: Pricing Benchmarks and Agency Intelligence to Drive Growth

You can't compete effectively without knowing where agencies are placing business or how your pricing compares in the market. **Ivans Insights™** gives you the clarity you need, leveraging the industry's leading view of in-force policies to provide fact-based benchmarks on pricing performance, agency books of business, and trending competitive data.

The suite of Ivans Insights solutions, including Benchmarks and Marketing Insights, brings your marketing and pricing intelligence together on one platform. You can access intuitive reports or integrate the data directly into your own system, helping you capture market share, improve retention, and shape new products. With a reliable view of agency intelligence and bound policy benchmarks, you're no longer guessing; you're making confident, data-driven decisions.



“Ivans Insights is a truly holistic tool that touches all facets of our process, from planning to go-to-market to execution and customer success.”

John Repka
SVP of Sales and Revenue Operations
Honeycomb Insurance

Capabilities

Marketing Insights

Agency Book Visibility

Gain real-time insight into an individual agency's book of business with over 20 detailed reports covering premiums, policies in force, lines of business, and industries – delivering clarity on where the best partnership opportunities exist.

Direct Data Access

With Ivans Marketing Insights Plus, extract premium totals, policy counts, and more – organized by state, line of business, industry, and additional factors – for in-house analysis that drives strategy and decisions with real-world data.

Precise Agency Searching

With 15+ filters – spanning market segments, book attributes, policy details, and KPIs – you can pinpoint agencies that drive your business forward. Use targeted appetite and policy criteria to identify independent agencies that align with your growth strategy and risk profile.

Benchmarks

Premium Trends

Spot shifts over time in average policy premiums across markets, lines of business, and risk attributes – revealing where prices are rising, holding steady, or becoming more competitive.

New Business vs. Renewals

Compare average premiums for new and renewal policies to uncover pricing dynamics, retention challenges, and growth opportunities.

Monthly Premium Distribution

Visualize how your policy premiums relate to the industry average – higher or lower – for each line of business.



Pricing trends and benchmarking information are the 'highest rated' feature by perceived value according to all carriers and MGAs (small, mid-sized and large).

Source: McKinsey & Company

Why Ivans?

Ivans is where insurance carriers, agents, and MGAs come together to grow their businesses. Every day, over 38,000 agencies, 50 technology partners, 700+ carriers, and MGA clients plug into technology that empowers them to better determine appetite and eligibility, swiftly produce quotes, get accurate claims and commission updates, automatically communicate policy data, and connect to one another to drive new business. With easier ways to get the day's work done, insurance professionals can open the door to more revenue without letting complexity in behind it.

Call 855.233.9128
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