



Increasing profit margin through AI-powered pricing for an insurer competing on aggregator platforms



AI's Mission: To increase profit margin within the bounds of limited capacity supply for a UK personal lines insurer competing on the 4 major aggregators.

Real-time AI pricing impact over a 28 day period

+11.5%

Profit increase

+3.6%

Policy increase

+8.2%

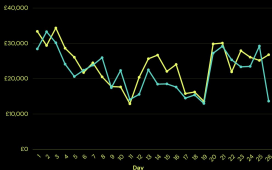
Premium increase

Through a series of AB tests, AI-powered pricing delivered a sustained increase in premium by identifying optimal price points.

Nuon AI's powerful proprietary pricing algorithm grew premium in line with the bounds of limited capacity supply.

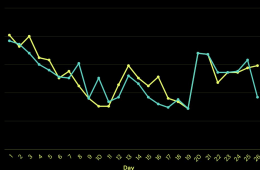
A:B test: AI vs. Non-AI Average Premium

● AI Pricing
● Non-AI Pricing



A:B test: AI vs. Non-AI Sales

● AI Pricing
● Non-AI Pricing



Unlock the power of real-time AI pricing

Book your call to discuss how Nuon AI could help you meet your own growth objectives.



"We are actively working with selected insurers to bring real-time pricing AI to new markets and verticals. The insurers that move first, win. Get in touch today."

Matt Tomlinson, Co-founder @ Nuon AI

Book A Call

Nuon launched in 2021 with a distributed team across two countries building our AI solution for the global insurance industry.

Our unique real-time pricing AI solves a fundamental problem for insurers, brokers and MGAs: how to respond to market conditions fast enough to compete profitably in today's saturated high volume insurance product landscape.

Like adding an advanced 'digital brain' to pricing and underwriting, Nuon runs millions of experiments to provide insurers worldwide with a deep insight and competitive advantage.

