

# Competing on UK aggregators, without the agg

How we drove up sales by 31% for a UK  
motor insurer battling on the big four



## THE PROBLEM

Today's motor insurance market is saturated, hardening, and when it comes to selling on aggregators, fiercely competitive. Not to mention expensive. We believe AI solves a fundamental problem for insurers, brokers and MGAs: how to respond to market conditions fast enough to compete profitably.

## THE ASK

We've been working with this mid-sized insurance broker\* since 2022. They asked us to grow their motor book whilst minimising 'money left on the table'.

## THE TEST

In a 28-day sustained live AB test we put 85% of the broker's quotes through our AI before presenting them to the customer, with the remaining 15% as a control group without any AI applied.

## THE RESULTS

As we **identified optimal price points**, our AI **grew sales by 31%** and **increased premium by 28%** compared to the non-AI control group, with an aggregate cost of only **1.7% discounting**.



## CONCLUSION

Nuon's **proprietary AI algorithms** took the strain out of finding **optimal price points** to compete more effectively and efficiently, as we significantly **grew both sales and premium** without the need for **heavy discounting**.

Replacing money left on the table, with more money for you.

# Unlock the power of real-time AI pricing

Ready to see what nuon.ai can do for you? Get in touch

Email

Schedule

## What our partners are saying about us

*"Nuon AI's pricing has delivered a sustained increase in premium by identifying optimal price points, shown in a series of AB tests."*

Ignite platform – a Verisk business

\*Our case studies are anonymised for client confidentiality and to safeguard competitive advantage.

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