

Case Study: Retail motor pricing

## From traditional to online

Adjusting the commercial rate to improve the growth on new business



### Initial situation

- Motor retail business in an advanced market
- Aggregators turned on the digital competition
- The client has a consolidated market share on intermediate channel and wants to gain new space on aggregators



### Project approach

- Development of conversion model leveraging on AutoML
- Measuring clients' elasticity
- Deploying models in production
- Adjusting the commercial rate according to clients elasticity



### Result

- Improved conversion by **5%**
- Increase of top line of **6%**
- Lower predicted LR for newly converted profiles

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