Omnium's User and Preferred Product Data

Reporting on trends in life insurance recommendaions

Unlock Actionable Insights from Real-World Insurance Quote Data

Omnium generates hundreds of thousands of life insurance quotes every month.

Our monthly CSV report enables you to Identify emerging trends in insurance product recommendations, Compare insurer performance based on real advisory patterns, Make data-driven decisions to refine your offerings and product strategies.

We are currently working on aggregating the preferred product data and breaking it into the different channels: CRM users, General Advice, and API users.

Two types of data reports you can get:
1. **User Data** - all insurer & product results from the past month
2. **Preferred Products** - The insurer & products the user has recommended from the results

Data Channels & Stats

Every month, over 300,000 quote results from user data results are recorded, based on four channels of data collection.

Direct OmniLife Subscribers

Hundreds of individual advisers, paraplanners and support staff using OmniLife to compare quotes for clients.

Major Advice Platforms

Quotes collected by the major financial advice platforms that use Omnium's quote and research API. Data is recorded on products appear in quote results and recommended insurance products.

CRMs Users Integrated with OmniLife

Over 10 financial advice CRMs have integrations with OmniLife, and when a user sends data back to their platform from the quoting software, OmniLife records the quoted and recommended products and insurers.

General Advice Platforms

General advice tools on platforms and websites also report the insurer and products recommended through their systems. There are over 10 of these websites collecting client-led insurance advice data.

Dataset 1: User Data Report

A monthly export of all user data from across all Omnium channels.

Data is broken into advice types, for example, Platform, OmniLife direct, OmniLife CRM partners, and General advice partners.

- Data is generated from over 1,500 users
- Monthly unique clients quoted in excess of 50,000
- Annual contract, one dataset per month (12x / year)

Pricing

Contact us

Sample Data Report

Zip password: skxKSEX5swLQqt

*prices quoted above subject to change and do not include GST

Dataset 2: Preferred Products Report

Receive a report each month showing which insurers and what products users have recommended to their clients.

Do in-depth analysis on the preferred results with this unique dataset.

- Active users: 1,500
- Unique Individuals quoted per month: 70,000
- Quote count Per month: 300,000
- Annual contract with a monthly export of data (12x / year)

Pricing

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Sample Data Coming Soon

*prices quoted above subject to change and do not include GST

Contact us for more information