



# Grow your agency with targeted commercial business leads from **Data Axle Genie.**



## Stop searching, and start finding

Business leads are essential to your agency's success. **Data Axle Genie** compiles the most up-to-date information on business leads giving you powerful prospecting capabilities. You will spend less time searching for leads and more time doing what you do best – *taking care of your customers and working with potential prospects.*

## Now **Data Axle Genie** is part of the Allstate Select Vendor Program

**Data Axle Genie** and **Allstate** have teamed together to give you everything you need to **target and market** to the best sales leads available. It's a partnership designed specifically for one purpose: to help you grow your book of business. They will work closely with you, helping you choose from hundreds of select searches to target exactly the right prospects for your business. You'll also get powerful lead management, sales, and marketing services that will you save time and money—so you can focus your energy on closing the sale.

### Tools and services you'll get with **Data Axle Genie**:

- **Allstate-approved saved searches** will help you get great results in less time
- **New Business database** tells you when a business opens in your area
- **Nearby neighbors search** to help you start a referral campaign
- **Auto specific data** to help sell more bundled policies; data includes the number of vehicles along with the year, make, model, and VIN for each
- **ExecuReach** so you can contact business executives and professionals at their home addresses

## NEW

### **ABI approved saved commercial searches**

**Data Axle Genie** and **ABI** have partnered together to specifically create **Commercial saved searches** available to all agents for their commercial prospecting needs! These searches are filtered for the recommended **target SICs** and criteria that fit within **ABI's appetite**.

On the next page you will find information on how to **find the saved searches for each ABI product** and how you can be successful with these targeted searches.

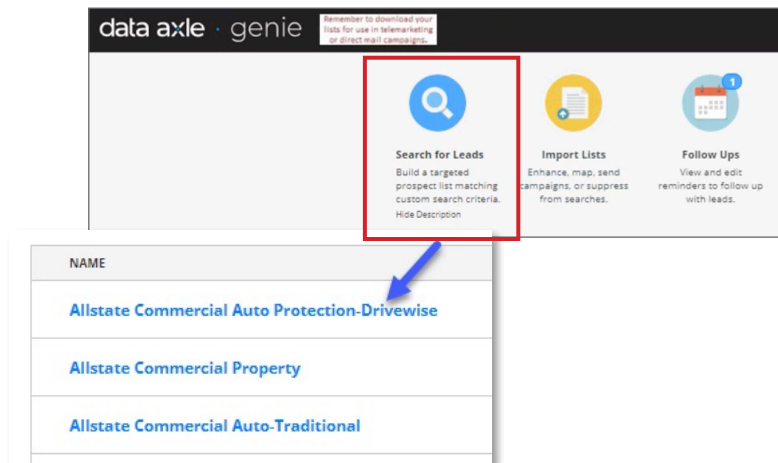


## ABI approved saved commercial searches

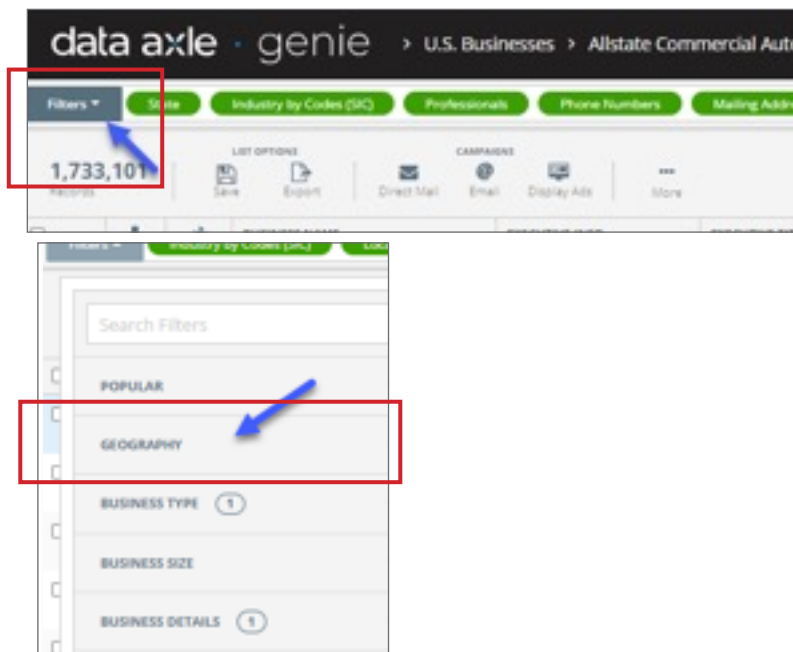
Below are steps on how to begin your search for the specific **filtered ABI products in Data Axle**, helping you become more successful with your targeted searches.

From the **Home page in Genie**, click on one of the three ABI saved commercial searches:

- **Allstate Commercial Auto Protection-Drivewise\***
- **Allstate Commercial Property**
- **Allstate Commercial Auto-Traditional**



Once the search is open, you can click on **Filters** to add in your **geography + any other additional filters** you'd like to add to the already pre-selected filters



For more information on **Data Axle Genie** visit their **Resource Center** and take advantage of the provided helpful resources, filled with tips and tricks for getting the most out of your Data Axle Genie experience.

\*Subject to terms, and conditions, Allstate Commercial Auto Protection *Drivewise* search is not available in all states and territories qualifications may vary by state.