

# PRESS RELEASE

## WhenFresh launches big data insurtech solutions direct to insurers

London, 31 January 2019, Market leading Data as a Service (DaaS) InsurTech WhenFresh today announced a major move direct into the insurance sector following successful series A funding.

WhenFresh leads DaaS in other sectors, including Financial Services, Utilities and Property. Bringing data together from over 200 private and public UK data sources into one place, WhenFresh offers a live, verified, fully-provenanced database of unrivalled breadth and depth.

In recent years, many of the UK's businesses have benefitted from WhenFresh's big data solutions, which have often formed a key part of wider solutions delivered to end users via resellers & partners such as Experian, Equifax, Zoopla, CLS Risk, Royal Mail Data Services, TransUnion and others.

WhenFresh successfully secured £3m Series A funding to support accelerated product development and continued expansion into its target markets, and is now laser-focused on working directly with the Insurance sector, as its next fast-growth market.

Commenting on the move WhenFresh's CEO Mark Cunningham said: "Over the last few years we have built a great business, with a fantastic team of data scientists and data-driven marketers, who have created ground breaking innovations to other sectors.

He added: "The insurance sector can now benefit from this, as WhenFresh's market leading products, **Home Insurance Prefill** and **BehindtheBricks API**, which offer insurers the ability to win new business, reduce customer acquisition costs, target more profitable business, and renegotiate reinsurance costs by more accurately analysing portfolio risk."

Looking ahead, and building on other sector successes, WhenFresh's Big Data solutions are set to make a huge impact on the Insurance sector in 2019.

WhenFresh's **Home Insurance Prefill** is an off-the-shelf solution, which gives insurers 7 core characteristics on each of the 29.7m residential properties in the UK, for online form prefill and other insurance applications.

The **BehindtheBricks API** brings instant 'plug and play' access to over 2bn UK property-specific data items, with a unique, comprehensive set of risk and peril characteristics in addition to the core property data of which the **Home Insurance Prefill** product forms part.

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## About WhenFresh

WhenFresh Ltd ([www.whenfresh.com](http://www.whenfresh.com)) is a Data as a Service (DaaS) business, established in 2012 and built on three key strengths:

**Unrivalled UK data assets + World-class data science + Accessible, flexible delivery**

WhenFresh services several sectors, including Financial Services, Insurance, Utilities and Property. Bringing data together from over 200 private and public UK data sources in one place, WhenFresh offers a live, verified, fully-provenanced, property-level database of unrivalled breadth and depth.

In recent years, many of the UK's major businesses have become users of WhenFresh data, which has often formed a key part of wider solutions delivered to end users via resellers & partners such as Experian, Equifax, Zoopla, CLS Risk, Royal Mail Data Services, TransUnion and others.

## Home Insurance Prefill

WhenFresh has built *Home Insurance Prefill* as an off-the-shelf solution, which gives insurers 7 core characteristics on each of the 29.7m residential properties in the UK, for online form prefill and other insurance applications.

Learn more: [www.whenfresh.com/wp-content/uploads/2018/08/Home-Insurance-Prefill-Final.pdf](http://www.whenfresh.com/wp-content/uploads/2018/08/Home-Insurance-Prefill-Final.pdf)

## BehindtheBricks API

The *BehindtheBricks API* brings instant 'plug and play' access to over 2bn UK property-specific data items, with a unique, comprehensive set of risk and peril characteristics in addition to the core property data of which the *Home Insurance Prefill* product forms part.

Find out more here: [www.whenfresh.com/service/behind-the-bricks-api](http://www.whenfresh.com/service/behind-the-bricks-api)

## The WhenFresh team

WhenFresh is led by serial tech entrepreneur Mark Cunningham, co-Founder & CEO, and boasts a world-class team of Data Scientists, attracted from businesses such as Tesco.com, Lastminute, BGL/CompareTheMarket, Swiftcover, Microsoft, Zoopla & Rightmove, who are backed by top specialists in data-driven marketing.

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## Contact WhenFresh

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