



FOR IMMEDIATE RELEASE
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Growth Insurance Unveils Growth Detection™ – New G1 Platform Module to Combat Churn and Power Cross-Sell, Upsell, and Retention Across Insurance Carriers

ATLANTA, GA | July 30, 2025 — Growth Insurance, a division of Growth Verticals, today announced the launch of Growth Detection, a breakthrough module in the G1 Platform built specifically for insurance carriers to reverse churn, retain profitable customers, and identify high-value growth opportunities within existing books of business.

The intelligence-first module empowers multiline and monoline carriers to detect real-time growth signals from their current policyholders—before those signals become someone else’s acquisition. By monitoring behavioral indicators, life events, coverage gaps, and purchase intent, Growth Detection flags the Next Best Action for every policyholder—whether that’s a cross-sell, upsell, personalized coverage recommendation, or churn intervention.

“You can’t scale profitably if you keep losing your best customers—or continue writing unprofitable business. Growth Detection gives carriers the power to grow from the inside out,” said Jim Schleck, Co-Founder, Growth Verticals.

Why It Matters

Industry studies show that acquiring a new customer costs 5 to 30 times more than retaining an existing one. Meanwhile, the success rate of selling to a current customer is 60–70%, compared to just 5–20% with a new prospect. Yet most insurance growth strategies are still hyper-focused on net-new acquisition—often at the expense of retention and profitability.

Growth Detection flips the script.

By leveraging the full G1 Platform—including Trust ID™, Trust Datasphere™, Growth Signals™, and Engage AI™ — Growth Detection delivers a 360-degree view of each customer and powers precision outreach at scale, fully compliant with HIPAA, TCPA, and all major data privacy frameworks.



Core Capabilities Include:

- **Churn Prevention Alerts** based on behavioral signals and market benchmarks
- **Life Event Monitoring** using real-time data feeds (e.g., new drivers, home moves, marriages, births)
- **Cross-Sell and Upsell Targeting** to expand household value
- **Next Best Product Modeling** for monoline policyholders
- **Profitability Tiering** to identify and retain your most valuable customers
- **Intelligent Triggering** for retention-focused campaign orchestration

Built for the Modern Insurance Stack

Growth Detection integrates seamlessly with leading Customer Relationship Management (CRM), Customer Data Platform (CDP), and policy management systems, enabling fast deployment and measurable ROI. For carriers overwhelmed by siloed systems and acquisition-heavy tactics, Growth Detection offers a smarter path forward—turning your current book into your biggest growth engine.

About Growth Verticals

Growth Verticals powers the next generation of secure, data-driven engagement. The G1 Platform combines best-in-class identity resolution, behavioral intelligence, and real-time attribution to turn targeted impressions into business outcomes across healthcare, insurance, financial services and more.

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