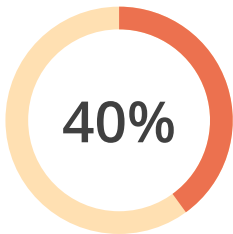


THE CASE FOR COMPOSABLE CDPs IN INSURANCE MODERNIZATION

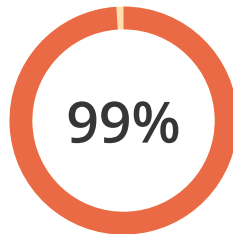
Bridging the gap between rich data and legacy insurance systems



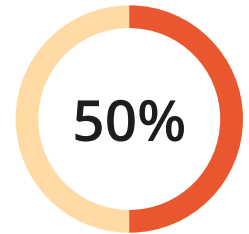
Insurance companies sit on some of the most valuable customer data in any industry. Policy histories, claims records, renewal windows, life events. Most of it goes unused, not because insurers lack the data, but because the systems holding it were never built to work together. Composable CDPs are changing that.



Of insurance leads unreachable by phone, wasting marketing spend



Of insurers investing in or planning AI adoption in 2024 and 2025



Of insurers will compete primarily on customer experience by 2026



THE CORE PROBLEM

Your customer is one person. Your systems treat them like five.

Policy, claims, and digital data remain fragmented, leading to disconnected customer experiences. Traditional CDPs aimed to unify this data but often created rigid systems, vendor lock-in, and governance challenges.

Traditional CDP VS Composable CDP

Requires proprietary data migration

Limited real-time capabilities

Hard to unify fragmented data

High vendor lock-in and switching costs

Works with existing infrastructure

Unifies data without migration

Enables real-time activation

Keeps data within your own environment

A closer look at [Traditional Vs Composable CDP](#) and how the two approaches differ.

WHERE IT WORKS

Four moments where it makes the difference

Renewals that actually reach people [Retention]

Reach policyholders before lapse with timely, behavior-based messages.

Cross-sell that makes sense [Revenue]

Trigger relevant cross-sell at real-life moments.

Winning back the unreachable [Acquisition]

Re-engage unreachable leads via digital channels.

Claims that leave a good impression [Experience]

Deliver proactive, personalized claims communication.

THE ARCHITECTURE

Built on existing infrastructure with no system replacement or data migration. A composable CDP sits above your stack and creates a unified, real-time customer view while keeping data inside your environment for full control and compliance.

Unify

Real-time customer identity and profiles

Activate

Real-time outreach across all channels



Ingest

CRM, policy, claims, and channel data

Decide

AI-driven scores, triggers, and predictions

Insurers winning on data are moving faster, while others fall behind as the gap keeps growing.

A composable CDP helps insurers use existing data in real time without replacing systems or risking compliance, improving renewals, cross-sell, acquisition costs, and customer experience. Lemnisk combines real-time data unification with its Ramanujan AI engine to power personalized cross-channel journeys at scale turning fragmented data into real time action.

[Get a Demo](#)

