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# Pebbles make a splash with The Market Tracker at BIBA 2025

The Market Tracker is a game changer, combining Industry pricing expertise with machine learning to create the first bespoke at scale Premium Tracker

Find us at BIBA 2025, Stand F80

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The Pebbles team of insurance specialists is excited to showcase its latest data enrichment innovation, **Market Tracker**, at this year’s BIBA conference. A tool that is designed to help you hit your sales targets and explain the impact of market movements against your sales KPIs.

Designed to revolutionise how UK motor insurance providers monitor and respond to pricing trends, The Market Tracker delivers powerful, tailored insights to help you stay ahead in a competitive market.

Developed by industry-experienced pricing professionals and powered by Incited, The Market Tracker is built from the ground up with technical precision and insight. It joins our ‘Granite’ suite of motor data enrichment products, delivering unparalleled intelligence to insurers and brokers looking to sharpen their competitive edge.

***What sets Market Tracker apart is its ability to provide customised market insights tailored to your customer base - and excludes the segments you are not interested in.***

By harnessing advanced machine learning techniques, The Market Tracker tracks premium movements from a market-wide level down to detailed customer segments.

With data updated as recently as yesterday’s quotes, businesses gain the ability to:

- Identify new market opportunities daily

- Understand shifts in average written premiums

- Pinpoint sales performance drivers

- Enhance conversion models

- Forecast premium inflation specific to their portfolio

- Get AI-powered support for rapid analysis

Whether you're aiming to hit sales targets or decode market behaviour, The Market Tracker provides the clarity and agility you need, giving you a clear path through the noise.

Curious? The best way for us to show you its full capabilities is to give you a **live demonstration**, so do come and **visit us at Stand F80**

If you’re looking to revolutionise your approach to motor insurance pricing this could just be the product for you.