

Matt Layton

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Matt Layton is the Senior Vice-President of Data, Insights and Intelligence at PPLSI. Over the last ten years, by focusing on creating actionable intelligence through data-driven decision making, his teams have improved sales volume and customer retention across distribution channels and countries. Understanding how big data can solve big problems, Matt and his team developed the LegalShield Economic Stress Index in 2019. By analyzing over 30 million requests for legal services from their customer base, LegalShield developed a suite of leading indicators of the economic and financial status of U.S. households and small businesses. Utilizing roughly 70 unique areas of law, this proprietary index has been shown to lead existing economic indicators that shed light on the health of the U.S. economy and allows LegalShield to take the pulse of the consumer in near real-time fashion.