

# ExposéIQ JuryFit Helps Insurance Defense Attorneys Strengthen Jury Selection Strategy with Human-Verified Analysis

*Platform Examines Key Juror Factors to Support More Informed Decision-Making in High-Volume Defense Matters*

ORLANDO, FL, UNITED STATES, July 8, 2026 /EINPresswire.com/ -- [Insurance defense litigation](#) frequently requires attorneys to navigate jurors who may hold strong pre-existing attitudes toward insurance companies, corporate defendants, and the awarding of damages. These cases often involve significant exposure and demand careful evaluation of how different juror profiles may respond to liability and damages arguments. [ExposéIQ](#) today announced expanded capabilities within its JuryFit platform to assist defense counsel in approaching jury selection with greater structure.

ExposéIQ JuryFit assists trial teams by analyzing case theories against multiple juror dimensions, including demographic factors, life experiences, attitudes and beliefs, political and social values, personality and cognitive traits, and both implicit and explicit biases. The platform identifies combinations of these factors that may influence how certain jurors are predisposed to respond to a particular theory of the case. All assessments are subject to human verification by licensed professionals to ensure that the analysis remains accurate and strategically relevant to the defense perspective.

From this evaluation, ExposéIQ JuryFit generates targeted Voir Dire questions, which also undergo human verification before being used to explore potential alignment or misalignment during jury selection. Once a jury is empaneled, the platform enables attorneys to test key arguments, damages themes, and witness presentations against a [Virtual Mirror Jury™](#). This simulation is constructed to reflect the personality profiles and group dynamics of the actual seated jurors. All outputs from the Virtual Mirror Jury process are reviewed through human verification to support more informed strategic decisions.



ExposéIQ JuryFit



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*Joseph Terp, Co-Founder of  
ExposéIQ*

“In insurance defense matters, jurors often bring personal experiences and attitudes that can significantly influence how they evaluate liability and damages,” said Joseph Terp, Co-Founder and CEO of ExposéIQ. “ExposéIQ JuryFit is designed to provide greater clarity by examining a range of demographic, experiential, and psychological factors during jury selection, while maintaining human oversight throughout the process.”

The platform supports defense teams in developing more consistent approaches to jury selection while preserving

full professional judgment over final decisions.

#### About ExposéIQ

ExposéIQ develops litigation intelligence tools that help trial attorneys examine complex case information and juror dynamics with greater structure. By combining advanced technology with human professional oversight, the company’s solutions are designed to support more informed decision-making throughout the litigation process.

Joseph Terp

ExposéIQ LLC

+1 901-445-0777

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