

# AnnuityCompass



**Gain a more comprehensive understanding of the marketplace and a clearer view of the industry, the competition, and your company.**

**AnnuityCompass**, an industry scorecard, provides **accurate, targeted market intelligence** at your fingertips. Get the **information you need** to align territories for success, optimize annuity sales growth, be more agile in product decisions, track yourself against peers, and track progress to pinpoint new opportunities.

The **deadline** to join to ensure your continued access to the *U.S. Individual Annuity Market* sales data plus all the additional benefits of AnnuityCompass is **July 2024**.

## Explore data and uncover patterns to help you predict outcomes.



AnnuityCompass provides vital information for market development, product design, sales and distribution, rider design, and financial and client management:

- Determine channel penetration and areas for growth.
- Identify sales growth opportunities by product and rider-buyer demographics.
- Understand surrender behaviors for pricing and risk management.
- Benchmark distribution firm productivity.
- Improve distribution strategy.
- Track your company's marketing and sales campaigns.

## Grow your annuity business:



- Enhance big data capabilities.
- Benchmark performance using regional results.
- Compare your book of business against peer companies to understand gaps and opportunities.
- Determine channel penetration and areas for expansion.

## To learn more about this comprehensive and rewarding member benefit, please contact:

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