

# LifeCompass

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

**LifeCompass**, an industry scorecard, provides **accurate, targeted market intelligence** at your fingertips. Get the **information you need** to align territories for success, optimize life insurance 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 Life Insurance* sales data plus all the additional benefits of LifeCompass is **December 2023**. The transition from aggregated data to policy level in LifeCompass will be the **first quarter 2024**.

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



LifeCompass provides vital information for market development, product design, and sales and distribution planning:

- Determine market share to identify potential growth areas.
- Identify current and future market opportunities.
- Analyze product trends more precisely.
- Create customized territories to evaluate your sales penetration.
- Assess changing buyer demographics to identify sales opportunities.
- Track effectiveness of marketing and sales campaigns.
- Improve distribution strategies.
- Manage risk more effectively.

## Grow your life business:



- Enhance big data analytics capabilities.
- Benchmark performance using regional results.
- Compare your product sales with competing products to uncover 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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[www.limra.com/LifeCompass](http://www.limra.com/LifeCompass)