

# LIFECOMPASS™

Accurate, targeted market intelligence at your fingertips

## Utilize LifeCompass to leverage the power of the industry's premier database of life insurance buyers.

Use LifeCompass to:

- **Analyze** the current state of the life insurance market
- **Identify** opportunities for growth
- **Improve** distribution strategies
- **Manage** risk more effectively

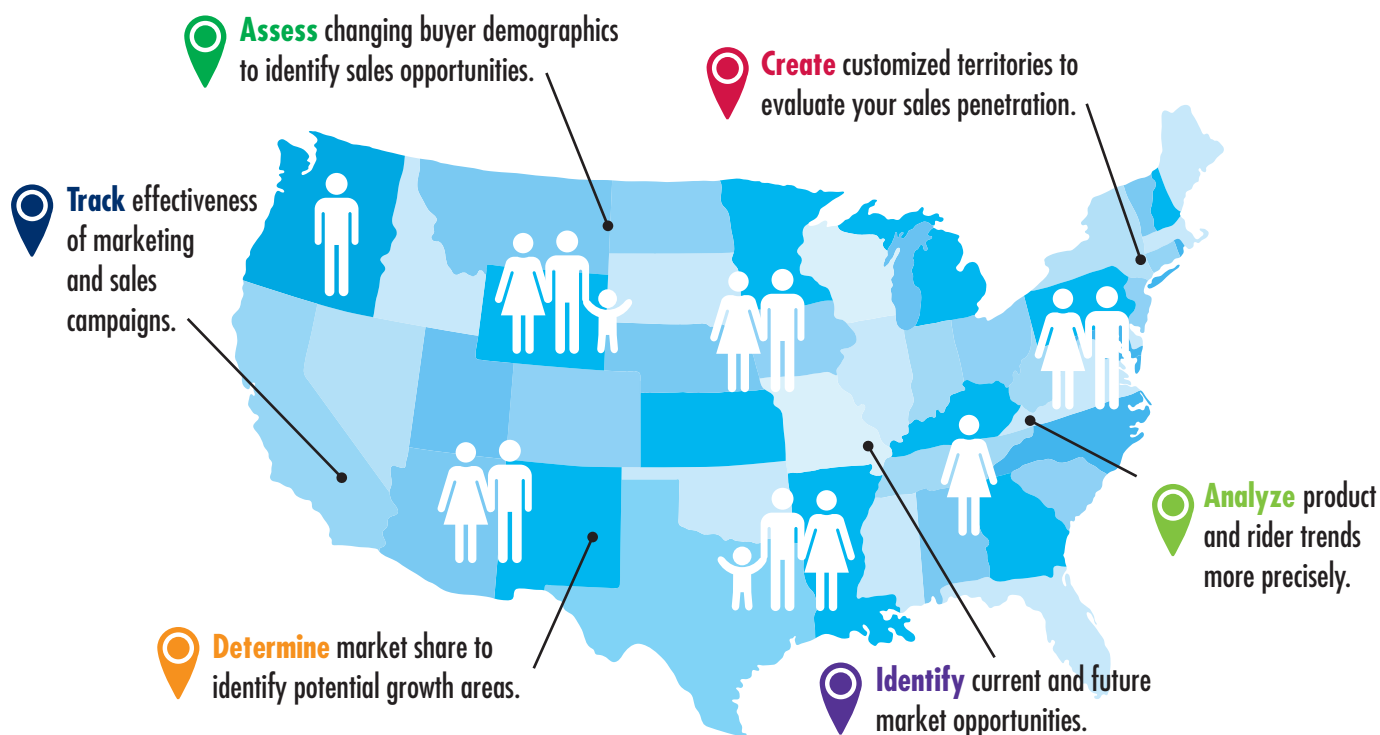
...all as part of your member benefits.



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

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

### LifeCompass participants can:



## Answer business questions quickly – down to the local level.





LifeCompass gives companies the information they need to help align territories for success, optimize life sales growth, be more agile in product decisions, and track progress to pinpoint new opportunities.

## View and benchmark life insurance sales by:

- Territory
- Age group
- Gender
- Channel
- Product line
- Contract size
- ...and much more!



## Grow your life business and save money:

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

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

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

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