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 **April 2024**.

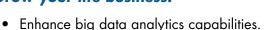
Explore data and uncover patterns to help you predict outcomes.

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.

Grow your life business:

- Assess changing buyer demographics to identify sales opportunities.
- Track effectiveness of marketing and sales campaigns.
- Improve distribution strategies.
- Manage risk more effectively.



- 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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