

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, compare your company's performance with peers, and track progress to pinpoint new opportunities.

Experience the future of U.S. Individual Annuity Market sales data, insights and benchmarking with AnnuityCompass.

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 with 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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