

# 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, measure your company's performance against peers, and track progress to pinpoint new opportunities.

Experience the future of U.S. Individual Life Insurance sales data, insights and benchmarking with LifeCompass.

## 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:

Karen Terry  
860-285-7757  
kterry@limra.com

[www.limra.com/LifeCompass](http://www.limra.com/LifeCompass)