

Ranking and Trending Report Life Insurance & Annuity Web Sites

Introduction

Quarterly, DALBAR's Ranking and Trending Report highlights the latest trends and Web site innovations across the financial services industry and identifies the industry's best sites. The results of the top 25 variable life insurance & annuity consumer and financial professional sites are provided.

Uses

- Determine features that your firm must include on your Web site to remain competitive or gain a competitive advantage
- Make the case internally to update the site
- Increase value offerings to consumers and/or financial professionals
- Promote your success when applicable

Deliverables

- à DALBAR's Quarterly Ranking & Trending Report Includes:
 - Ø Highlights of current trends and innovations
 - Ø Industry best practices
 - Ø Changes to the competitive landscape
 - Ø A ranking of the Top 25 variable life insurance consumer and financial professional Web sites

Costs

A single Ranking and Trending Report is \$3000 and includes results for both Consumer and Financial Professional Web sites. The Life Insurance/Annuity and Mutual Fund Ranking and Trending Reports may be purchased jointly for \$5000.

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