

NO ONE SHOULD HAVE TO STRUGGLE FINANCIALLY after the death of a loved one



Immediately following the death of a spouse...

73%

of non-life insurance policy owners¹

&

49%

of life insurance policy owners¹

Have trouble paying living expenses



One year later...



Household income decreased by



22%²



Debt increased by



30%²



Overall wealth eroded by



19%²



The Life Insurance Gap³

48%

of all households have a life insurance need gap equivalent to 60M+

\$200,000

average life insurance need per household



\$340 billion

new life insurance potential addressable market each year

\$12 trillion

current sales potential of underinsured market

There is value in reaching out at the right time

The LexisNexis Active Insights platform helps insurers engage with individuals who are more likely to purchase or update their insurance based on a life event that has occurred.

124M

life policies in force for the industry



5%

yearly hit rate of individuals experiencing a life event



\$857

average yearly life insurance premium



\$5.4B⁴

opportunity to up-sell life insurance to individuals experiencing a life event

5% of policyowners experience a death within their network of friends and family every year.

The industry average is **500,000** of these events each month.

First- or second-degree relatives account for **64%** of events.

25% of all life insurance purchasers did so AFTER they experienced the death of a loved one.⁵

Close the life insurance gap with LexisNexis® Active Insights—Death in Network

Active Insights—Death in Network leverages technology and advanced analytics linked to multiple data sources to automatically notify you when someone within a policyholder's network passes away. This is often the time when individuals most welcome trusted counsel on how to protect their families financially through life insurance.



Help your insureds make sure their families are protected through timely outreach.

1. "The Financial Impact of Premature Deaths" LIMRA, 2003.
2. Ibid.
3. "Turn Up The Volume \$12 Trillion Sound Opportunities." Trends in Life Insurance Ownership Study, LIMRA, 2016.
4. LexisNexis Risk Solutions Active Insights - Death in Network Analysis 2019
5. "Who Buys What and Why LIMRA study: http://www.limra.com/Research/Abstracts/PDF/2017/171127-02.pdf?research_id=10737453948