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Affinity and Partnership Marketing in Life Insurance and Pensions in Germany by
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Finaccord's report titled Affinity and Partnership Marketing in Life Insurance and Pensions in Germany represents the most detailed research ever undertaken on this sector and is one of five studies in a new series of publications. Drawing on the results of a survey of over 1,900 organisations, the report analyses the penetration, operating models and partner market shares of affinity and partnership marketing schemes for life insurance and pensions across a range of distributor categories.

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These include banks, charities, co-operative banks, loyalty schemes, online aggregators and brokers, private banks, professional associations, retailers, savings and public sector banks, trade associations and trade unions. Moreover, the PartnerBASE database that accompanies the report provides the granular detail behind the analysis, detailing each of over 750 affinity and partnership marketing initiatives traced by Finaccord in this sector. In the context of this report, life insurance embraces all types of policy usually encompassed by the definition (covering both investment life insurance and protection life insurance) but excludes creditor or payment protection insurance. Moreover, in addition to consideration of both private pension insurance and supplementary pension insurance, the study also identifies and analyses partnerships for long-term care insurance and funeral expenses insurance. You may be able to use this report and associated PartnerBASE database in one or more of the following ways: - drill down into the detail lying behind affinity and partnership marketing schemes for life insurance and pensions in Germany; - gain access to research that chronicles the vast majority of affinity marketing opportunities in life insurance and pensions; - benchmark the competitive position of your own organisation in affinity and partnership marketing of life insurance and pensions and spot opportunities for displacing rivals; - gain a wider perspective from learning about recent innovations in partnership marketing of life insurance and pensions elsewhere in Europe; - plan your future affinity and partnership marketing strategy for life insurance and pensions armed with the best market and competitor intelligence available on this subject. Together, the report and PartnerBASE database will provide you with the definitive guide to current and potential affinity and partnership marketing opportunities in life insurance and pensions in Germany. Industry Analysis

For more information kindly visit :

Affinity and Partnership Marketing in Life Insurance and Pensions in Germany

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