

Channel Optimizer™

Empower your channel partners to grow block revenue and profitability

Assessing your sales channels and personnel is instrumental in assuring that you achieve your growth goals. Comparing the efficacy of your captive versus independent channels, however, can prove to be a challenge. Predictive modeling can help identify your most effective channels, paving the way for increased sales and greater profitability.

Spinnaker Analytics offers insurance firms the **Channel Optimizer** as a solution. A component of our Sales and Marketing Suite, the **Channel Optimizer** analyzes historical sales data, evaluating which channels provide the most sales with the highest value customers. This tool gives your sales and marketing executives the ability to understand exactly where the best leads and new sales are originating, be it from captive field agents, independent brokers or even from direct channels. You can also compare new sales volume and expected profitability between individual agents or brokers to determine their relative effectiveness.

With the **Channel Optimizer**, you can identify the winning sources of new business and make changes to achieve higher penetration in your targeted markets and customer segments. Based in Excel, the **Channel Optimizer** is easy to use and provides you the confidence needed to make strategic channel decisions.

"With the Channel Optimizer™ we are truly partnering with key brokers and maximizing the performance of our business block."

- CEO, Leading US Carrier

Analyze sales volumes by channel

Create broker scorecards to grade financial advisor performance

Predict sales outcomes based on unique channel strategies

Identify drivers of profitability / expense and address outliers among / within channel types

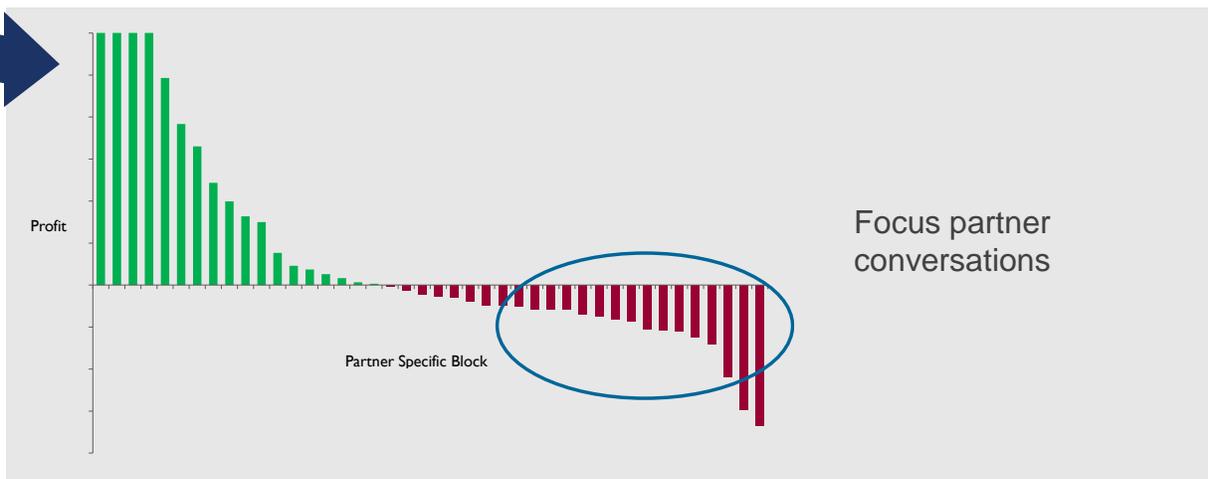
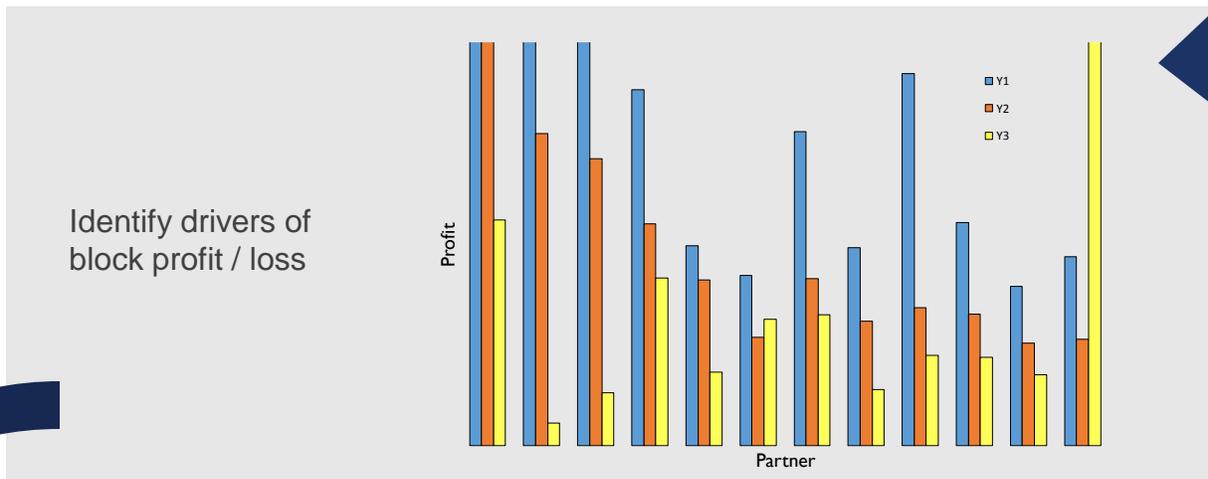
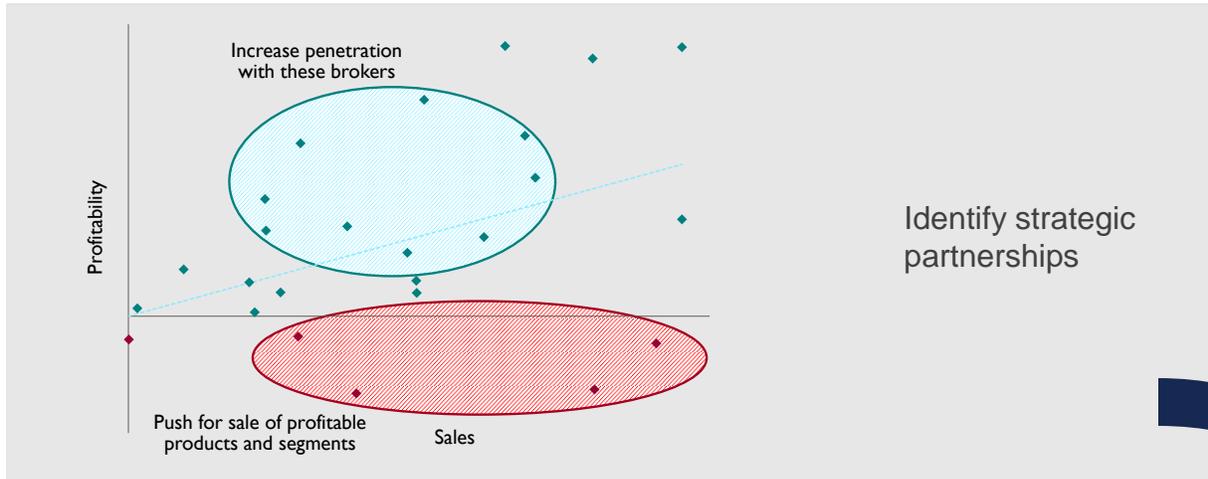
Improve profit margins by shifting business



✓ *Optimized channel strategy for increased sales & profitability*

Channel Optimizer™

Executive Dashboard (ILLUSTRATION)



About Spinnaker Analytics

Spinnaker Analytics builds highly accurate predictive models. We combine historical business data and robust algorithms with our domain expertise to create customized solutions. The result: accurate forecasting and superior decision making.