



Life.io Enters Fourth Quarter with Promising Growth

Life.io enters Q4 with positive momentum as the business expands several new carriers across group, individual, and direct to consumer business lines. Within a year, Life.io has grown considerably and now services every distribution channel and is operating across eight countries. The team plans for continued growth in 2018 by merging strategic services and products, increasing access to untapped data sets for carriers.

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Within the Group sector, Life.io has established strong partnerships with one of the top five global carriers as well as one of the largest carriers in the Caribbean. Through these contracts and more, Life.io sets out to deliver market leading user engagement with a robust data analytics platform to improve sales and risk stratification.

Mike Logsdon, COO and co-founder of Life.io, shares that one of the major factors of Life.io's sustained growth is the ability for the Operations team is the strength of their execution. "Life.io's operations team runs a highly efficient implementation process, guiding our clients from idea to launch of a full-service engagement solution in under 90 days." He continues that because each client and their population of policyholders are unique, "Life.io has built a model of continuous assessment and development. Staying nimble, we help our clients achieve success and thrive within the rapidly evolving intersection of technology, engagement, data and insurance."

Life.io further expands their client list with the addition of a major US direct carrier coming this year. Life.io will focus on expanding the carrier's data capabilities and customer engagement, helping their client differentiate in the market and increase sales within key targeted demographics.

Among their new clients, Life.io has added a Middle Market carrier. In support of the client, Life.io will establish new product sales among young families and new parents, as supported by a leading consumer products company. The success of this partnership will further push the growth of Insurtech across sectors, bridging the gap between affinity groups, technology and innovative insurance offerings.

"Our team is excited about this project. The partnership allows us to differentiate the Life.io offering based on our client's goals and further prove our ability to push insurance distribution and lead generation innovation forward." Jeff Wild, Managing Director at Life.io, focuses on new sales development and leading ideation for potential clients. "Our focus is to engage a very niche audience with tailored content, allowing them to regain control of their well-being while managing the demands of a new family."



He continued that the aim for the middle market carrier and consumer product business is to provide value to potential insurance consumers and prove that through Life.io, “we can increase their likelihood to buy and become a loyal customer through their 2nd, 3rd, and 4th product.”

So far in 2017, Life.io has grown considerably and has several more deployments on the way. The team is poised for rapid and continued growth in 2018 as the market expands and embraces a renewed focus on customer engagement and increasing access to untapped data sets.

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About Life.io

Life.io is a leading customer engagement platform enabling policyholders to live healthier, happier lives with their life insurance carriers. Built on a foundation of science, Life.io uses behavioral economics, social psychology, and personalized content to curate a community of highly engaged consumers ready for change. By capturing these insights, carriers have the ability to build meaningful relationships, increase brand loyalty, minimize policy risk, and streamline the underwriting process.