

WEBINAR

# The Digital Transformation of Life Insurance

Tuesday, August 11 | 1 PM CT

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The role of life insurance agents is evolving alongside online buying behavior. The COVID-19 crisis is accelerating these changes as it challenges traditional business models.

Join Comperemedia Senior Research Analyst Lizzie Egan for this 60-minute presentation, in which she explores recent consumer attitudes around buying life insurance, followed by a deep dive into how carriers are using digital marketing to recruit agents and promote their expertise. Lizzie will also examine how the pandemic has accelerated online shopping and impacted the agency experience. The session will wrap up with opportunities for life insurance marketers.



**Lizzie Egan**

**Senior Research Analyst**

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Lizzie Egan is a Senior Research Analyst specializing in insurance for Mintel Comperemedia, where she brings a combined background in insurance and marketing. In her role, she pairs her deep cross-sector industry knowledge with competitive marketing analysis, consumer research, and consumer trends to build timely, meaningful stories with actionable insights for Mintel's clients.