

## Variable Annuity

## Analyze the VA market with a unified view of fund, sub-account, and sub-advisory data.

Leverage a robust application covering data on over 150,000 sub-accounts in more than 2,500 variable annuity, variable life, and variable universal life contracts to understand placement opportunities, fee trends, and new product development.

With distinct data "views", the application offers a simplified way to separate out fund and sub-account universes or incorporate aspects of both in a single report.

## Detailed Insights Through Holistic Market Coverage

- Monitor industry trends and competitor market share using historical asset, flow, and return data going back a decade and updated on a monthly basis.
- Identify sub-advisory mandate opportunities and product gaps within insurance companies' proprietary funds.
- Determine potential VIT replacements by analyzing subaccount options within VA polices, and segmenting by policies that are actively being sold.
- Analyze fee and expense information using detailed information researched directly from SEC prospectus documents to benchmark against peers.
- Support product development cycle by exploring fund launches and product rationalizations.
- Ability to group data by "Actual Advisor" to make competitive analysis more accurate by combining VIT and sub-advised assets for the same manager.

Learn More About MarketPulse

## SSM About ISS Market Intelligence

ISS Market Intelligence (MI) is a leading provider of data, insights, and market engagement solutions to the global financial services industry. ISS MI empowers asset and wealth management firms, insurance companies, distributors, service providers, and technology firms to assess their target markets, identify and analyze the best opportunities within those markets, and execute on comprehensive go-to-market initiatives to grow their business. Clients benefit from our increasingly connected global platform that leverages a combination of proprietary data, powerful analytics, timely and relevant insights, in-depth research, as well as an extensive suite of industry-leading media brands that deliver unmatched market connectivity through news and editorial content, events, training, ratings, and awards.