



Drive Customer Engagement

Know your customer. Build Relationships. Nurture and sell.

A state-of-the-art digital customer engagement solution, Life.ioEngage™ encourages and rewards customers for improving their holistic well-being through education and challenges. Its highly appealing User Experience (UX) repeatedly draws existing and prospective customers back to the platform as it educates, engages, rewards and delights them at each stage of the relationship.



Behavioral Economics and Gamification Drive Engagement

Driven by science and positive psychology, Engage educates customers and motivates them to optimize their wealth and improve their financial, physical, and emotional well-being. Our extensive content library drives customers to take quizzes, join challenges, and answer questions about their lives to earn points and rewards.



Life.ioEngage Improves Your Bottom Line

Our industry-leading approach to customer engagement puts users first and creates ongoing interactions that reveal important data about customers' interests, needs, and life events. With real-time actionable insights, your branded version of Engage helps move the needle on the most important metrics:

- ◆ Conversion
- ◆ Placement
- ◆ Persistency
- ◆ Lead Generation
- ◆ Cross & Up Sales
- ◆ NPS



9+ Minutes

Average session time exceeds industry average by 3.6x.

Extended engagement time represents mindshare the customer invests in you brand.

“ Its nice to know that an insurance company actually takes an active role in ensuring their clients are and remain healthy. ”

- Engage user

Attract new customers and strengthen existing customer relationships.



Turnkey Customer Engagement SaaS Platform

Engage™	Key Details
EDUCATE	
Classes	Covering personal finance, health, fitness and emotional well-being as well as life events.
Quizzes	Classes include quizzes that reinforce content and provide reward points.
Quick Reads	Short articles to quickly engage customers.
ENGAGE	
Marketing Automation	Well-placed push notifications invite voluntary participation and entice users to consistently return to the platform (i.e., finish application, start/complete a class, check out a new feature, etc.).
Gamification	Gamified experience drives voluntary engagement through interaction with content, quizzes, extra credit, connected wearables and rewards.
REWARDS	
Points Economy	Users earn points through participation in classes, quick reads, quizzes, extra credit, tasks and connected wearables. Points can be redeemed for gift card drawings, travel & affiliate promotions.
Reward Partners	Hundreds of rewards partners including Amazon, Apple, Target and, Visa plus affiliate partner programs and discounts
Aligned & Localized	Broad spectrum of reward partners that can be configured and localized for specific needs and geographic regions.
DATA	
Data Dashboard	Capture analytics on users uncovered interests, interactions, and goals that you can use to create ongoing interactions and actionable insights.
Extra Credit	Targeted question sets quickly reveal deep customer insights and drive engagement. Custom question sets available.
CONFIGURATION	
Branding	White label platform with logo and brand colors.
Content	Configure content library. Custom content available as add on.
Single Sign On	Integrates with your existing technology through a seamless user experience.
Apps	Desktop & Mobile app: IOS and Android.
Translation	Platform can be translated in other languages

Our state-of-the art digital products—Grow, Engage, Empower and Insights—work together or as stand-alones to integrate powerful engagement across the client lifecycle.