



# CONTENT PARTNER®

**PARTNER UP TODAY WITH THE BEST PLATFORM AVAILABLE TO  
AGGREGATE AND DISTRIBUTE YOUR CONTENT**

Looking for shelf space on your distributors' Web sites? With iPipeline's on-demand platform Content Partner, you'll find it. This service allows you to distribute your rates, forms and product information through a single database engine to your entire distribution network. Content Partner ensures accurate, compliant information is always available to participating distributors' Web sites and their producers.

## THE NOT-SO-GOOD OLD DAYS

Remember when independent agents had no choice but to jump from Web site to Web site in search of the information needed to conducting business? Rates, forms and product information all lived on separate carrier portals—meaning multiple stops and numerous passwords to remember along the way. In the end, the places they visited online may not have even had what they sought.

## A NEW WAY TO FIND INFO

That all changed with Content Partner. More than a decade after its introduction, this industry leading on-demand tool for content continues to be the best way to find the most-up-to date information. With millions of term quotes run and forms downloaded by agents each year, it's become the most popular way of delivering the right information to help sell.

## FINDING ROOM ON THE SHELF

Essentially, Content Partner gives you shelf space on your distributors' Web sites. Distribute your rates, forms and product information through a single database engine to your entire distribution network. Content Partner ensures accurate, compliant information is always available to participating distributors' sites and their producers. You become part of the leading insurance network there is. It also helps drive traditional relationships in the selling channel as agents go through their distributors to track down what's required.

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## FEATURES:

- Most recent insurance rates
- Up-to-date forms
- Product information
- Licensed illustration software
- Underwriting requirements
- Underwriting guidelines
- Carrier ratings
- Training materials
- Marketing materials
- Online questionnaires/request forms

## BENEFITS:

- A single database for the distribution network
- Accurate compliant information
- Immediately tied into millions of quotes
- More eyeball traffic on product
- Become part of the leading insurance network