

The Future of Program Business

Are You Ready?

Affinity and program business companies are poised to take leader positions in a rapidly shifting landscape of customer expectations. Companies who are actively engaged in building a partner ecosystem through affinity and program business can take advantage of a significant growth engine and will be prepared to deliver on the demands of today's customer expectations. Those who are not, will get left behind.

Program Business Companies

Insurance Companies

89%

Offering/planning to offer an API to embed offerings with other companies' platforms

70%

88%

Partnering/planning to partner with other companies to embed insurance as part of their offering

69%

77%

Selling/planning to sell white-label products from another company

58%

81%

Setting up/planning to set up products on a partner platform with revenue sharing

71%

Read the latest **A Roadmap the Future of Insurance: Program and Affinity Business** report to understand how insurers are experimenting with new products and building a partner ecosystem through affinity and program business.



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