



Unlocking untapped markets in life insurance

Engage new audiences, grow your business

Executive summary

This document provides an overview of how Bestow helps life carriers attract and serve new and younger consumers. These customers are digitally native, expect seamlessness, and often don't have much experience with or understanding of traditional life insurance. Bestow helps carriers meet these audiences where they are, and grow new, sustainable business lines in the process.

The challenge

Many life insurers are struggling to connect with new consumers, particularly younger ones. Shifting expectations, digital demands, and legacy tech infrastructures create friction. Here are some of the most common obstacles we hear from carriers:

- **Current digital experiences fall short**
Gen Z and Millennials expect fast, frictionless online experiences. Slow load times, confusing flows, and clunky UI lead to high drop-off and low conversion. The growing preference for buying online only exacerbates the issue, with carriers unable to deliver the shopping experience consumers can get in almost every other category.
- **Legacy technology stymies innovation**
Rigid legacy infrastructure means long, expensive builds. Translation: carriers can't meet the moment if it takes 12-15 months to get a new product up and running. Compounding this is the increasing pace of change in demographics and product preferences. Carriers not being able to adapt quickly to evolving markets leaves consumers with no choice but to look elsewhere.
- **Knowledge gaps and lack of trust hinder adoption**
Recent data shows many, especially younger consumers, don't understand their options, and often hold misguided perceptions. More recently, the 2025 Edelman Trust Barometer points to a related problem. "Despite sector trust ticking up to 64%, those with lower income or more progressive politics tend to place financial services only in the neutral category, well below high-income or older groups."

The solution

Younger consumers are tech savvy, research-driven, and more skeptical of traditional financial products. Bestow helps carriers build digital, mobile-optimized, and education-forward experiences that engage and convert these new customers, all without the need to necessarily overhaul their entire tech stack.

- **Modern, cloud-based technology**
We help carriers circumvent the pitfalls of legacy systems with our cloud-based platform, which emphasizes connectedness, interoperability, and most importantly when it comes to launching modern products for new and younger consumers, exceptional user experience for both consumers and agents.
- **Enhanced speed to market**
No more slow reactionary product launches that take a year or more and risk leaving growth on the table. We combine software expertise with a deep bench of insurance industry talent to streamline and optimize the product development process, helping carriers go from proposal to product launch in as little as 4 months.
- **Smarter tech for informed decision-making**
Our data-backed approach helps carriers zero in on not only product-market fit, but customer-product fit, as well. Our digital customer and agent experiences are intuitive and education-forward, helping carriers instill confidence at every step of the journey.

Our approach

Once you get a customer to the doorstep, you've got to have the right digital infrastructure, modern shopping experiences, and the right products on offer. If a product isn't performing, you need the data insights to understand why, and the agility to make timely adjustments. Bestow helps solve all that.

Be everywhere your customers are

A multi-channel approach is key to finding new audiences. Preferences for D2C online are growing, and carriers need to be there with the right products. But many new customers want the comfort of working with an experienced agent. Our platform supports a variety of both D2C and agent-led product experiences, so carriers can cover all their bases with a true multi-channel product strategy.

The true power of data

Data technology underpins everything we do. From top of funnel marketing and performance insights to lower funnel friction and conversion analysis, our tech stack enables carriers to understand not just the "how" of their product's performance, but the "why," as well — allowing them to make fast, informed decisions about how to broaden a product's reach and grow their customer base.

Business Impact

The race to unlock growth in life insurance is a tight one, with early adopters of new tech and fresh perspectives seeing the payoff. Bestow helps carriers find new audiences and tap into real growth through modern digital experiences, funnels optimized for today's buyers, and an underpinning of data technology that prioritizes smarter decision making and better business outcomes.

New customer growth

After launching a new digital D2C term life insurance product on Bestow's platform, a top life carrier saw **20% term life sales growth** compared to their predecessor product. Just as impressively, the product netted **69% first-time life insurance buyers**.

"The team was collaborative, solution oriented, and lightning quick."

Carrier partner

Guide customers to their right-fit product

The knowledge gap in life insurance is a sticky phenomenon — consumers have for years self-identified as not feeling confident in their understanding of life products. We help carriers overcome this friction.

Data tech tools for smarter journeys

Bestow's sophisticated technology also aids carriers in customer-product fit. For example, our recommendation engine tool helps give real-time guidance to customers at the earliest funnel stages. With just a few data points, we can predict whether an applicant is likely to be approved for and even purchase a given product. Seamless digital flows can then offer customers responsive paths that could include various product options, or even off-boarding to third party partners with products that may better suit their needs.

Mobile-first journeys

A reported 91% of Americans own smart phones, and much of our shopping and fact-finding take place on these phones. We create digital experiences that are both mobile-optimized and consistent across devices to give both customers and agents a familiar and frictionless experience.

Increased close rate

Our agile platform and end-to-end data visibility means carriers can make an assessment about evolving audience needs and execute product changes to take advantage in just days or weeks. In one such example, we helped a carrier partner make changes that improved funnel performance, resulting in a **2x increase in close rate**.

"Our collaboration with Bestow has allowed us to modernize the customer experience, strengthen our market position, and reach more people with the protection they need."

Carrier partner

Why now?

Growth is the name of the game, and younger generations in particular represent the future of the life insurance industry — but they're being underserved by legacy systems and outdated processes. The longer carriers wait to modernize for them, the harder it will be to earn their business.

The good news? Young adults are open to life insurance. In fact, a recent LIMRA study shows a 6% increase in self-reported life insurance ownership rates for adults aged 18-28 between 2024 and 2025.

The appetite is there, especially for products that are easy to understand and simple to purchase. But interest doesn't always translate to action without the right products on offer and a modern user experience.

Don't leave vital growth on the table. It's imperative to begin the modernization journey as soon as possible, and a smart idea to find the right partner to help get you there.

Let's talk.

If you're interested in learning more about how Bestow enables carriers to modernize, grow, and get new products to market faster than ever, we should talk. Email enterprise@Bestow.com and we'll find some time to chat.

If you'd like to learn more about our platform overall, you can also download a free comprehensive product guide into our capabilities, tools, and features [here](#).