



# miEdge for Employee Benefits

## Take Lead Generation to the Next Level

Growth is critical for any insurance provider's success, but new business development remains a challenge. Finding ideal employee benefits prospects can be a frustrating activity without the right intel.

miEdge™ is designed to help build an intelligent prospecting strategy. This revolutionary solution aggregates and analyzes millions of data points from dozens of data sources to create a complete, comprehensive insurance profile for millions of employers.

The evidence is clear. miEdge™ is a key cog in any employee benefits lead generation process.

*The Ultimate  
Unfair Advantage.*



### Next Level Discovery

With more than 400 million data points embedded within 4 million employer profiles, the power of information is in your hands. Step into a prospect meeting with background on the employer to help build confidence and trust.

### Multifaceted Search Capabilities

Discover all the employee benefits prospecting data in one place. Find employers based on key business information, like eligible employees, commission fees, compliance issues and more.

### Alerts

Set up alerts for a specific company to proactively deliver proposals to a prospective client to get ahead of the competition.

### Data Export

Extract and utilize miEdge™ data and reports for further analysis. Or integrate within your current tech stack and reporting templates for added efficiency.

**Want to learn more?**  
Contact us at 855-454-6100  
[marketing@zywave.com](mailto:marketing@zywave.com)

**ZY WAVE**  
SALES CLOUD