APEX
ZYWAVE AI PLATFORM

Win More.

Producer Agent does the work whether or not you log in.

Organic growth in insurance is at a breaking point. Validation rates sit under 50%. Producers spend 60%+ of their day on admin instead of selling. The talent pool is finite, payouts are extreme, and half the workforce retires inside 15 years. **Producer Agent is how you close the gap**. It's already in market, already producing measurable results, and it solves the adoption problem that has held back enablement tools for decades.

EVERY PRODUCER CAN NOW PERFORM LIKE THE AGENCY'S BEST PRODUCER

25,000+
total sequences

21,000+
sequences launched

800+
sequences per customer per week

THE CUSTOMER VOICE

> That cuts a 4 or 5 hour day into less than 20 or 30 minutes...maybe tops.
>
> **Josh Chappell,**
> *Agency Principal*

> If we can make the AI work for us, that is gonna be the way of the future.
>
> **Mark Holland,**
> *CEO, Coverica*

> It's going out into the internet looking for new data for us. That's nice.
>
> **Gerberth Diaz,**
> *Early Adopter*

> Every session I'm learning something I didn't think the system could do. It just keeps impressing.
>
> **Shelby Smith,**
> *RG Smith Insurance*

Want to learn more?
Visit zywave.com/ai/producer-agent/

Industry-Beating Performance. Out of the Box.

Live customer data through May, 2026, compared to published B2B and insurance benchmarks.

METRIC	PRODUCER AGENT *(Business)*	INDUSTRY BENCHMARK	THE GAP
Email open rate	**36.43%**	21% insurance / 27.7% B2B avg	**~1.7x insurance avg**
Click rate on delivery	**23.26%**	1.8–2.4% insurance / 2–4% B2B	**~10x insurance avg**
Click-to-open rate	**63.86%**	3.19% insurance avg	**~20x insurance avg**
Mail delivery rate	**85.07%**	Healthy domains: 85–95%	**Elite sender range**

Sources: industry benchmarks aggregated from Mailmodo, HubSpot, MailerLite, Prospeo, and Instantly cold-email reports (2025–2026).
Producer Agent figures: live production data through May 11, 2026.

WHY THE NUMBERS ARE THIS MUCH BETTER

Insurance-specific intelligence. 40+ data sources, miEdge prospecting, 15,000+ Zywave expert-reviewed content pieces. Generic AI cannot replicate it.

Personalization at scale. Renewal timing, broker switching patterns, OSHA signals, employee growth signals, and Glassdoor data inside every send.

The agent does the work. Producers who use enablement tools see 2-3x validation rates. The problem is they go unused. Producer Agent solves that. The work gets done whether or not the human logs in.

Producer Agent is the proof that Zywave Apex™ AI platform is here.

Already shipped. Already working.

Talk to your Zywave team to put Producer Agent in your producers' hands.

ZYWAVE