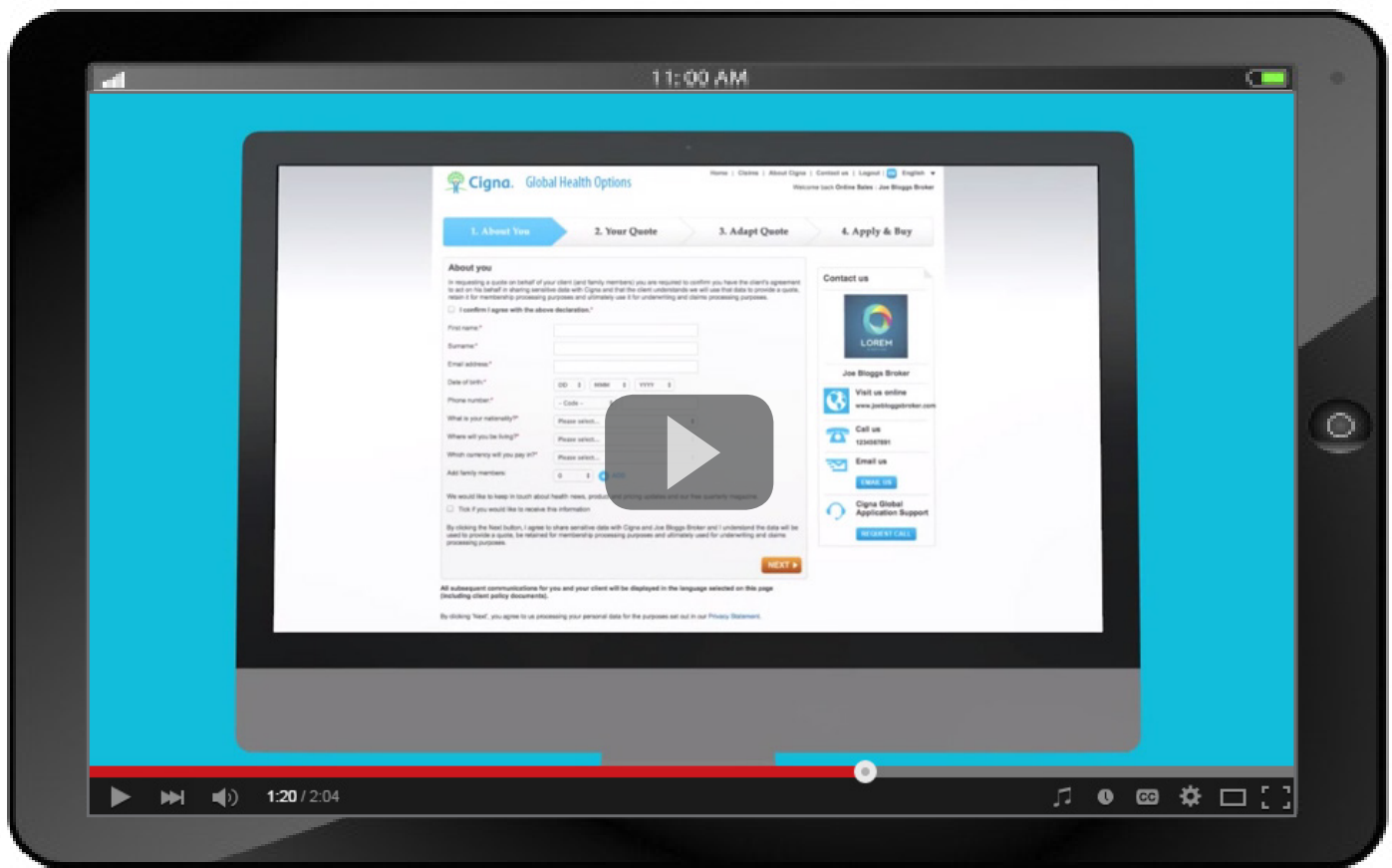


APPLINK

The convenient way to drive more leads from your website for international health insurance

WHAT IS APPLINK?

AppLink is the convenient way to drive more leads from your website for international health insurance. You get a personalised URL which links directly to our co-branded online quote portal. Just place the link on your website, email or marketing call to action to drive customers to get a quote online, and you will receive full commission on every sale.

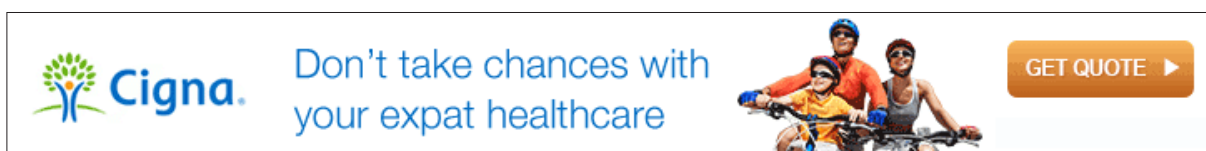


Click the image above to view a short video explaining AppLink.

HOW CAN I USE APPLINK?

When you register with Cigna, you receive your personalised AppLink URL in your welcome email. For a reminder, contact the Cigna Global Broker Support Team. You can place your AppLink URL in emails, or on your website. Choose to display a URL link, a 'Get a Quote' button, or display the the AppLink page as an IFrame.

We can also supply you with a customized banner, leaderboard (see example below), MPU or skyscraper to place on your website.



CAN I VIEW MY APPLINK LEADS?

DAILY LEAD EMAIL

A daily automated email is sent to you at 12 midnight GMT, summarizing all AppLink leads attributed to your brokerage from the previous 24 hour period. Here, you will see a summary of all leads, including the Quote reference, lead date and start date. To view more details about the leads, log in to the Broker Portal.

BROKER PORTAL

You can view your AppLink leads in the broker portal; www.cignaglobal.com/brokers. Just log in, and click on 'All Quotes'. From this view, you can see all your AppLink Quotes (generated by customer), as well as Other Quotes (generated by broker). Note that you can access all contact information from this view, including policyholder name, phone number and email address (see example below).

For more information, see the [Broker Portal Factsheet](#).

Consultant: Include expired quotes (less than 3 months old) ?

AppLink Quotes (generated by customer)

Quote ref	Quote status	Start date	Policyholder name	Phone	Email	Owner	Consultant
TST0811734	Uw required	29 Jan 2015	John Smith	+44 01415551234	john.smith@email.com	Broker	Online Sales
TST0811737	Quote summary	29 Jan 2015	Sarah Doe	+971 01415551234	sarah.smith@email.co.uk	Customer	Joe Bloggs


4 records found | Showing records 1 to 4 | Results per page 10

Other Quotes (generated by broker)


Quote ref	Quote status	Start date	Policyholder name	Phone	Email	Owner	Consultant
TST0811702	Quote summary	24 Jan 2015	Peter James	+242 01415551234	peterjames@mail.me	Customer	Online Sales
TST0811360	Policy agreed	06 Dec 2014	Jane Doe	+93 01415551234	jane.doe@maillet.sa	Broker	Joe Bloggs

14 records found | Showing records 1 to 10 | Results per page 10

WHAT COMMISSION WILL I GET?

 When a visitor to your website clicks on your AppLink URL, obtains a quote and goes on to buy a policy; you will receive commission. You will get the same level of commission on AppLink policies as you do for standard high-engagement sales.

MANAGING LEADS FOR CONVERSION

 You can call out on your AppLink leads using the customer contact information in the Broker Portal. Alternatively, just let us know if you would like us to call these leads on your behalf. You will still receive the full level of commission on these sales.

FOR HELP, CONTACT THE CIGNA GLOBAL BROKER SUPPORT TEAM ON 877.539.6296 (IN THE AMERICAS), +44(0)1475 788682 (IN EUROPE), OR +65 6391 9787 (IN ASIA PACIFIC)



Together, all the way.™

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