



## Article Side

Affinity and Partnership Marketing in Accident and Health Insurance in Germany by [Bharatbook](#)

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Finaccord's report titled Affinity and Partnership Marketing in Accident and Health Insurance in Germany represents the most detailed research ever undertaken on this sector and is one of five studies in a new series of publications. Drawing on the results of a survey of over 1,900 organisations, the report analyses the penetration, operating models and partner market shares of affinity and partnership marketing schemes for accident and health insurance across a range of distributor categories.

<http://www.bharatbook.com/market-research-reports/finance-market-research-report/affinity-and-partnership-marketing-in-accident-and-health-insurance-in-germany.html>

These include banks, charities, co-operative banks, Internet, media and telecoms entities, loyalty schemes, professional associations, retailers, savings and public sector banks, sports organisations, trade associations and trade unions. Moreover, the PartnerBASE database that accompanies the report provides the granular detail behind the analysis, detailing each of the almost 700 affinity and partnership marketing initiatives traced by Finaccord in this sector. In the context of this report, accident insurance embraces all types of policy usually encompassed by the definition, including personal accident insurance, accidental death insurance, accident cash plans and serious injury plans, but with the exception of creditor or payment protection insurance. In a similar vein, health insurance refers to private health insurance and forms of supplementary health insurance, such as dental expenses policies and hospital cash insurance but, again, omits creditor or payment protection insurance. You may be able to use this report and associated PartnerBASE database in one or more of the following ways: - drill down into the detail lying behind affinity and partnership marketing schemes for accident and health insurance in Germany; - gain access to research that chronicles the vast majority of affinity marketing opportunities in accident and health insurance; - benchmark the competitive position of your own organisation in affinity and partnership marketing of accident and health insurance and spot opportunities for displacing rivals; - gain a wider perspective from learning about recent innovations in partnership marketing of accident and health insurance in Europe; - plan your future affinity and partnership marketing strategy for accident and health insurance armed with the best market and competitor intelligence available on this subject. Together, the report and PartnerBASE database will provide you with the definitive guide to current and potential affinity and partnership marketing opportunities in accident and health insurance in Germany. Industry Analysis

For more information kindly visit :

Affinity and Partnership Marketing in Accident and Health Insurance in Germany

Or

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