

World's Leading

Online Brand Protection
& Compliance Monitoring Solution
for Insurance Carriers, IMOs,
FMOs, IBGs, BGAs, MGAs & Agencies

*Protect your insurance distribution
network with automated online
compliance monitoring and brand
protection to reduce regulatory risk
and protect your brand.*



FieldWatch is the only comprehensive, internet-wide compliance monitoring and brand protection solution built for insurance distribution producer networks.

With complete case management and global language capabilities, it is configured to the realities of the digital world as well as the insurance space occupied by carriers, IMOs, FMOs, IBGs, BGAs, and MGAs.

Whether you oversee 500 producers or 10,000, FieldWatch helps insurance organizations identify online compliance risks faster, document corrective actions more effectively, reduce regulatory exposure, and protect the reputation of both the carrier and its distribution partners.

We like to call it “One-Click Compliance.”

“Having a monitoring program in place that is effective at finding claims, follow up and training is going to go a long way with us.”

Andrew Smith, FTC

Fmr. Bureau of Consumer Protection Director



Actionable Insights

Demonstrates compliance effectiveness to your leadership team with meaningful analytics.



Automated & Proactive

Eliminates the tedium of manual search and case management.



Global Monitoring

Detects producer, agent and agency violations wherever they occur online.



Regulatory Risk Prevention

Resolves risky posts before regulators! Including those with audio, video or in other languages.



Fully Customizable

Configures to your agency, carrier, IMO, FMO, IBG, BGA, MGA or organization hierarchy, workflows and compliance processes.

Lifecycle COMPLIANCE



360° Online Risk Protection

World's Leading

Online Brand Protection
& Compliance Monitoring
Solution for Insurance Carriers,
IMOs, FMOs, IBGs, BGAs,
MGAs & Agencies



Whether you oversee 500 producers or 100,000, **FieldWatch** helps insurance organizations identify online compliance risks faster, document corrective actions more effectively, reduce regulatory exposure, and protect the reputation of both the carrier and its distribution partners.

FAQ: Monitor Every Producer Online. Reduce Regulatory Risk. Protect Your Brand.



Why isn't manual monitoring enough for insurance organizations?

Manual review simply cannot keep pace with today's insurance distribution landscape. Producers create content across Facebook, LinkedIn, TikTok, YouTube, Instagram, personal websites, podcasts, and hundreds of other online channels.

FieldWatch continuously monitors these channels every day, identifying advertising, branding and compliance violations that internal teams simply cannot find at scale.



Will our compliance team be overwhelmed with alerts?

Absolutely not. FieldWatch takes the next necessary steps by removing false positives as well as duplicates and identifying risky violations, which saves your team valuable time and ensures the most important risks are handled immediately. FieldWatch also provides mechanisms to notify and pursue violators, follow-up on cases to ensure action is taken, training and development of your team, and audit reports for all training, action histories and representative histories. Bottom line ... when it comes to false positive reduction, duplicate removal, producer history, case management, audit trails, and remediation tracking, FieldWatch has your compliance team covered.

FAQ: Monitor Every Producer Online. Reduce Regulatory Risk. Protect Your Brand.



What types of claims do you monitor for?

FieldWatch identifies violations involving: misleading insurance advertising, Medicare communications, annuity marketing, life insurance claims, health insurance marketing, recruiting claims, income claims, licensing issues, producer websites, social media advertising, unauthorized carrier logos, AI-generated content, missing disclosures, carrier-specific advertising requirements, company policies, state insurance regulations and more. Our team will also meet with you regularly as your monitoring needs evolve.



What are the keywords that you use and where do you get them from?

FieldWatch monitors thousands of insurance-specific keywords, phrases and advertising claims, including: misleading policy claims, guaranteed approval, guaranteed acceptance, misleading Medicare marketing, deceptive life insurance claims, annuity advertising, unapproved product descriptions, unapproved carrier logos, producer branding violations, required disclosures, prohibited inducements, and state-specific requirements. Additionally, we can monitor for every custom keyword your compliance department wants to enforce. Our team also pays particular attention to remaining current with regard to high-risk words and phrases as reported by the major regulatory bodies as well.



Can FieldWatch operate as part of our compliance organization?

Yes! Our integrated email system has the ability to send and receive emails and communications from any domain you choose. You may opt to use our default email address (e.g. compliance@fieldwatch.co), or customize it to your company's domain or a new unique email address of your choice.



Is FieldWatch really going to save us money too?

Insurance compliance teams consistently tell us that FieldWatch allows them to support substantially larger producer populations without increasing headcount as the platform does the work of hiring 4-5 additional compliance staff. As a result, your team can focus its efforts on handling cases while FieldWatch reduces manual searches, centralizes documentation, automates workflows, and produces faster investigations. Overall, companies spending upwards of \$400,000 per year on additional headcount without FieldWatch still won't match its effectiveness. FieldWatch can also be fully customized and scaled up or down to suit your organization requirements, adapt perfectly to your compliance department structure, and meet your overall budget needs.

FAQ: Monitor Every Producer Online. Reduce Regulatory Risk. Protect Your Brand.



How quickly can our team start using FieldWatch?

Setup of FieldWatch begins immediately and is FULLY implemented within two weeks. Our onboarding process will have your team up and running with live cases within two (2) weeks of Implementation and Discovery. From there, you will begin to see consistency in your compliance enforcement while being able to demonstrate your compliance effectiveness to your leadership!



What results are you able to generate from your search?

Our technology can identify all types of claims on most platforms, independently (including producer websites, Facebook, Instagram, LinkedIn, TikTok, YouTube, podcasts, webinars, blogs, online directories, digital advertising, and marketplace listings). For those that are more difficult to obtain technologically or are behind logins, we supplement all automated searches with a team of FieldWatch Specialists to ensure your success by making certain that all relevant platforms are monitored to keep you safe from risk.



What current reporting capabilities can be enabled?

Our reporting and analytics are best in class and are included for on-demand access by your team. Some common reports include: violations by producer/agency/IMO/state, open vs. closed cases, average remediation time, repeat offenders, carrier trends, executive compliance summaries, and audit-ready documentation. We can also create custom reports to meet your specific needs.



What integrations with other systems or platforms do you offer?

Though FieldWatch requires very little integration, we currently integrate with most major CRM systems, licensing systems, agency management platforms, and producer databases. If we currently do not integrate with the one you currently utilize, we are always happy to add them as an additional integration partner or work to integrate with your custom system.

FAQ: Monitor Every Producer Online. Reduce Regulatory Risk. Protect Your Brand.



What languages and countries can FieldWatch monitor?

FieldWatch is globalized to support every language for both search and review in order to monitor multilingual producer populations across North America and the world over. The platform offers multi-language support from in-language specialists around the globe, a partner network, robust reporting, scalability options, and on-going training as well as service to provide you with the most robust compliance monitoring and brand protection solution on the market today.



Can FieldWatch identify online video and audio violations?

Yes! Utilizing AI-assisted technologies, FieldWatch transcribes online videos as well as audio files in order to flag and notate the precise locations of regulatory and policy violations. In this manner, your team will be able to immediately address the issues at hand instead of taking extra time to manually review media files in order to uncover the specific infraction. FieldWatch provides monitoring for all live and pre-recorded video platforms such as YouTube, TikTok, Facebook Live, Instagram Stories/Reels, LinkedIn video, podcasts, webinars, and more.



Will we be able to customize or add keywords to our program?

Both FieldWatch and FieldCheck integrate the most current high risk keywords and phrases according to all major regulatory bodies, including the FTC. These keywords are considered by regulators as high risk for all products and services. In addition, the platform enables your company to control all of its keywords and what is considered a violation according to your organization's policies, including non-regulated issues around logo, brand, messaging and any custom keyword your company may consider worth identifying.



Do you have any guides or resources for workflows and templates?

Yes! We provide guides, onboarding resources, corrective action workflows, and carrier templates to help get you started. We also offer numerous producer educational materials for your organization to edit, brand and share with your agents, along with a community forum, and monthly meetings to assist your compliance staff with any questions or guidance they need.