THE CHANGING FACE OF ADVISOR ENGAGEMENT

Bob Verrico, Co-Founder
InvestingChannel

Bob Skea, CEO
Discovery Data

Investing Channel

Discovery Data

THE NEW PICTURE OF EFFECTIVE ENGAGEMENT

Digital Communication

Digital outreach is the main form of communication preferred by advisors. Research by Broadridge, McKinsey, and Discovery Data reinforces this trend.

Personal Touch

Specificity matters in digital interactions. Advisors, like the rest of us, are being bombarded with digital outreach.

Standing out from the crowd matters and using data that provides a personal touch allows you to cut through the noise.

Timely Signals

Understanding advisor intent is another key trend. Having timely information that signals advisor intent will allow brands to communicate when it is most timely for a precise topic.

WHO WE ARE

InvestingChannel

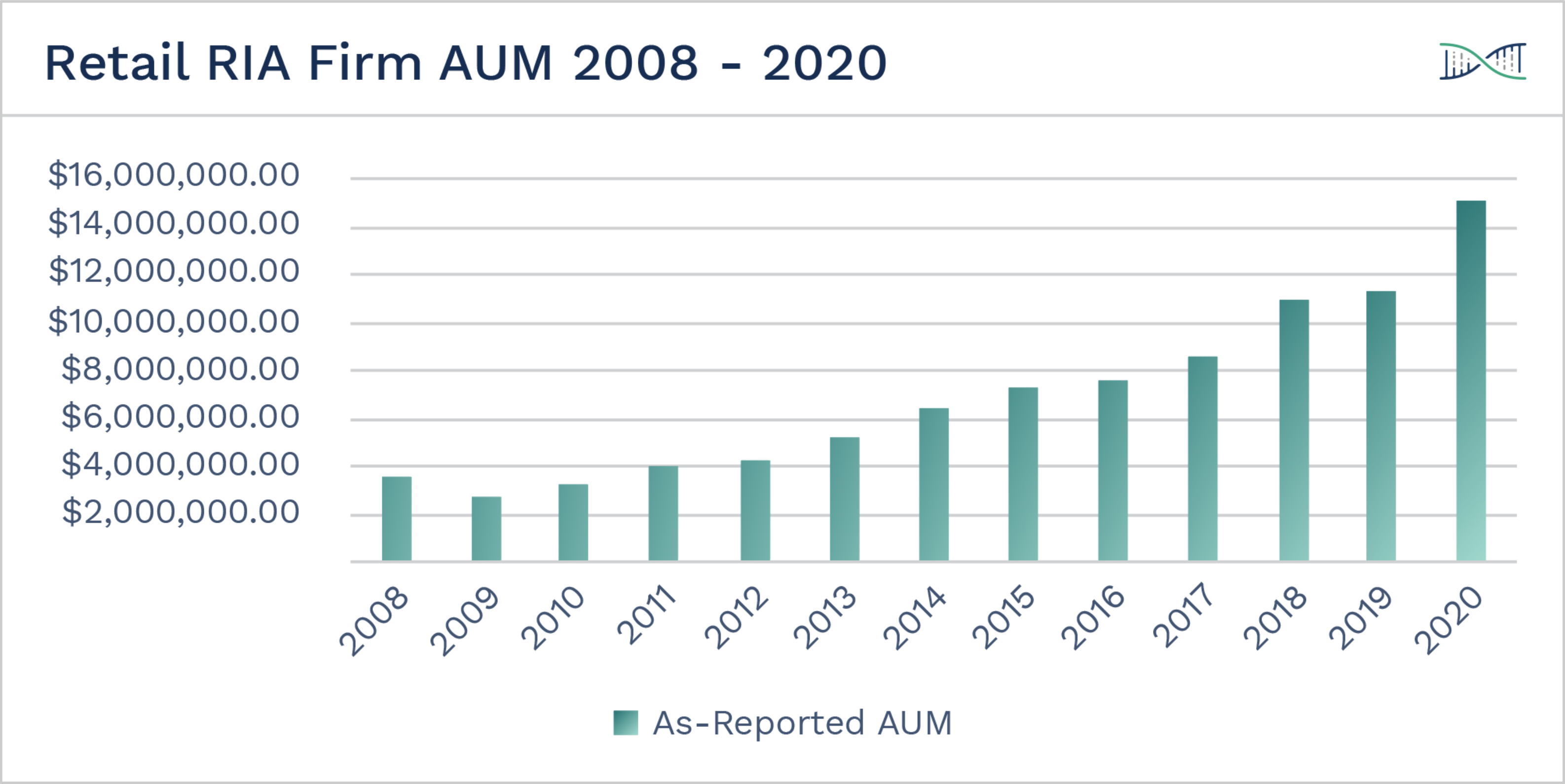
A unique mix of customized solutions that connect brands with our investors, traders and financial professionals in a contextually relevant environment comprised of 100+ financial media properties.

Discovery Data

Discovery Data provides the most accurate and trusted information on the firms and people essential to the financial services and insurance industries.

RETAIL RIA FIRM AUM GROWTH REMAINS STRONG

2020 retail RIA firm AUM reached $15T for the first time—a 33% increase from 2019.



EFFECTIVE ADVISOR ENGAGEMENT HAS UNDERGONE A SEISMIC SHIFT

- RIAs prefer digital communications over wholesaler calls or meetings.
- 23% of advisors in the RIA channel said that they would plan to engage less with wholesalers this year than they did in 2020.
- Asset managers are now using data to achieve more fine-grained segmentation.
- 35% of advisors expressed uncertainty in a concrete timeline for a normal return to the office and for meeting with clients, reinforcing the need for digital engagement.

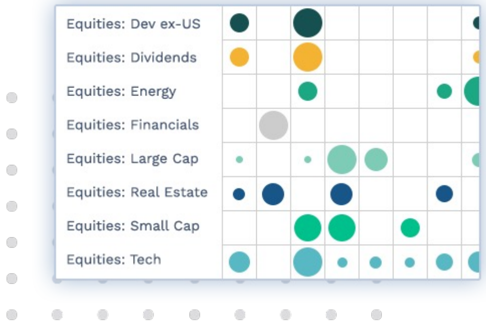
What does an ideal strategy look like?

- Despite the appetite for continued investment, the approach to advisor engagement will need to shift toward a more digitally savvy approach.
- Having a more personal touch by using consumer data that provides deeper insight into an advisor's interests, hobbies, and alma maters for instance will also be key in breaking through the noise.
- Lastly, and probably most importantly, gauging advisor intent will be the holy grail of asset manager and wholesaler outreach.

POWERFUL DATA INSIGHTS TO HELP YOU DELIVER THE RIGHT MESSAGE AT THE RIGHT TIME.

Intent

Predictive advisor data intelligence allowing you to target based on expressed interest in your product or firm.



Interests & Lifestyle

Access over 300 interests and lifestyle attributes such as income, hobbies, and wealth segments.

Name	Estimated Income	Golf	Travel	School
Brigette Advisor	$101K - $250K	✓	✓	University of South F
Teresa Advisor	$501K - $1M		✓	St. John's University
Lee Advisor	$1M+	✓		Massachusetts Colleg
Mark Agent	$101K - $250K		✓	Southern Illinois Univ

Diversity & Inclusion

Get accurate and actionable intelligence on rep and agent diversity with insights on race, ethnicity, and more.

Actionable Analytics

Visualize new opportunities with our interactive dashboards providing in-depth analytics.

Deep Industry Insights

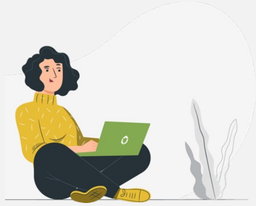
Our continually updated library of industry research reports covers a variety of topics on timely events and analyses of specific segments of the market.

Custom Research & Consulting

Engage our research team to focus our industry leading-data directly on your business needs.

INVESTINGCHANNEL'S EXACTMATCH PROGRAM IN PARTNERSHIP WITH DISCOVERY DATA

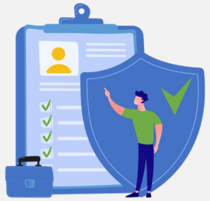
InvestingChannel employs sophisticated ad-targeting technology that matches authenticated Institutional and Financial Advisor data to its corresponding digital user-profile, ensuring the right message reaches the exact audience for ultimate engagement!



Established guidelines for who sees your messaging with precision and scale

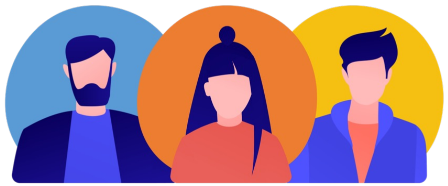
Ultimate audience engagement with relevant messaging

Ultra-targeted deployment to only those that fit your strategy



Brand safe white-list & contextual relevance

HOW IT WORKS



We take the US Universe of Financial Professionals

Accurately match them to digital platforms

Target Advisors & Institutional Investors with 100% accuracy

Financial Advisors

- Location
- Years in Industry
- RIA, Wirehouse, Insurance
- Assets Under Management
- Products & Strategies deployed

Audience Segment

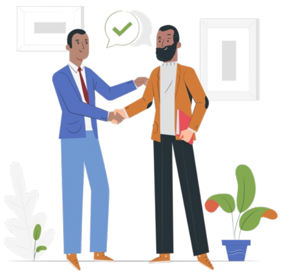
- Institutional Investors
- Pension & Endowment Managers
- Buy & Sell-Side Professionals
- Plan Sponsors & more…

Job Title

- C-Suite Execs | Portfolio Managers
- Compliance & Operations
- Influential Decision-Makers
- Traders | Analysts & more…

REACH

310K
Financial Advisors



129K
Broker Dealers

61K
Independent RIAs

56K
Wirehouse Brokers

59K
Retirement Advisors

120K
Institutional Investors

25K
Buy-Side &
Sell-Side Firms

27K
C-Suite Executives

34K
Portfolio Managers

29K
Analyst

CASE STUDIES

Data Sets and Profiles used for all the following Programs on InvestingChannel’s sites targeting ExactMatch Audience Reach

CASE STUDY

Established Asset Management Firm
Content Hub

Background & Goals:

- Past campaigns from this client focused on increasing awareness of Fixed Income as their primary goal.

- This year, however, they wanted to demonstrate their commitment to creating funds responsibly and sustainably, despite **<u>not</u>** offering ESG funds or products.

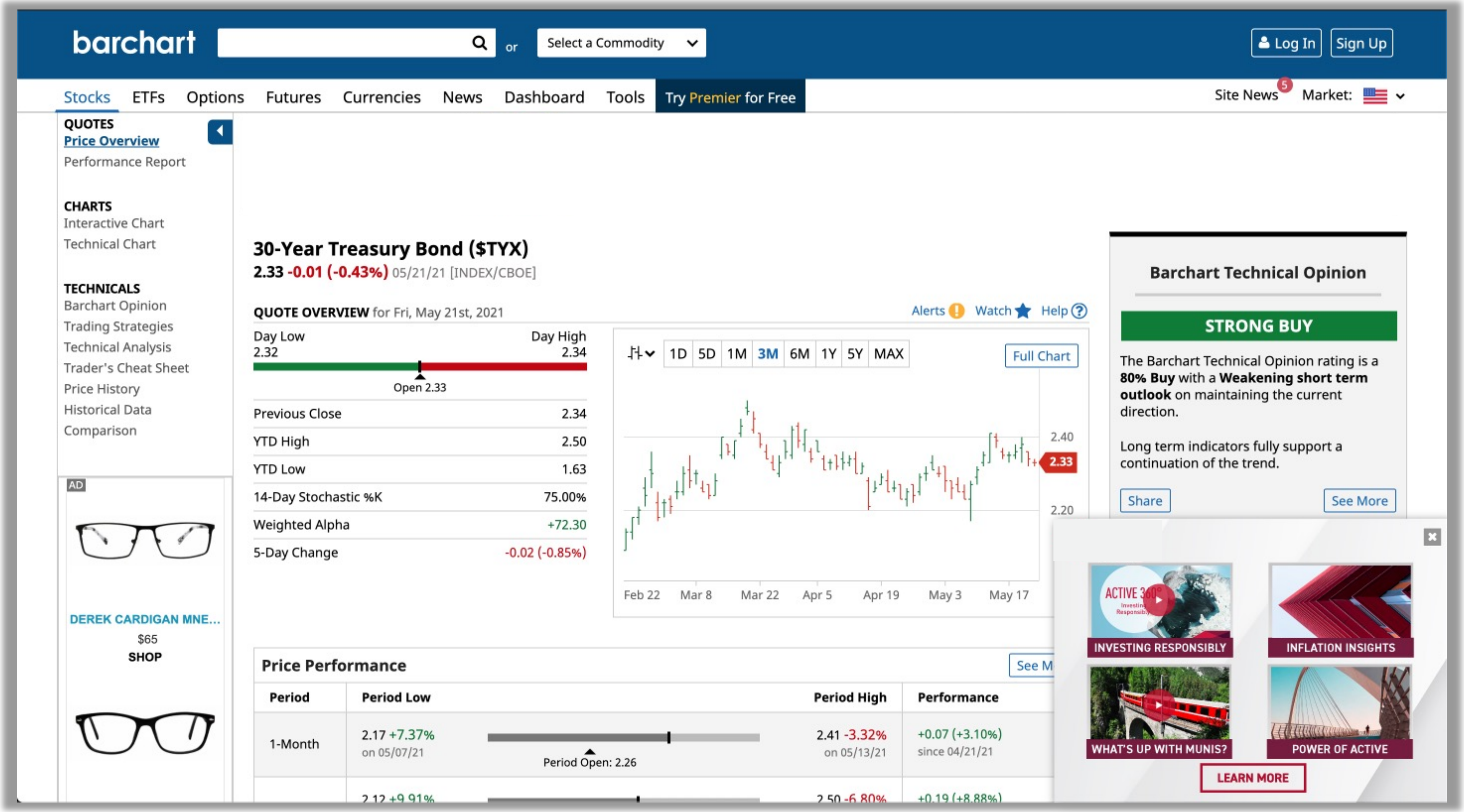
- The brand wanted to better leverage their existing thought leadership content to increase FA engagement metrics and increase the company's brand consideration scores.

Solution:

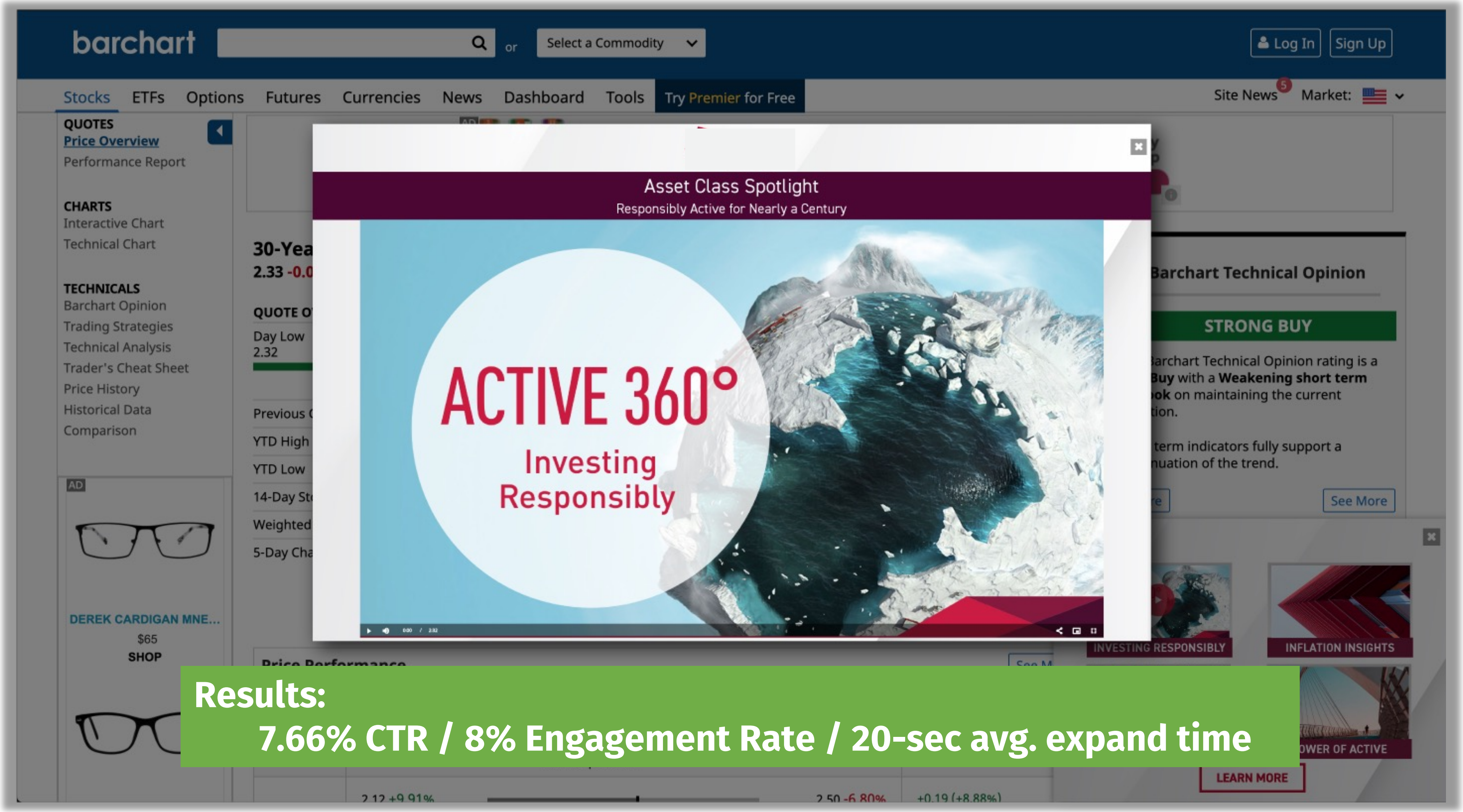
- InvestingChannel recommended a custom Content Hub.

- This interactive unit offers FAs quick and uncomplicated access to the brand's existing thought leadership to showcase how they apply ESG/sustainability to how they manage money overall as part of their active management approach.

ASSET MANAGER CONTENT HUB



ASSET MANAGER CONTENT HUB



Results:

7.66% CTR / 8% Engagement Rate / 20-sec avg. expand time

CASE STUDY

Independent Advisor Services Platform
Custom Segment to Reach Existing Clients

Campaign Background & Goals:

- With a recent merger, focus for an Independent Advisor Services Platform shifted from acquisition of new customers to client retention.
- The goal of the 2021 campaign was to enhance reach and dialogue with existing clients.

Solution:

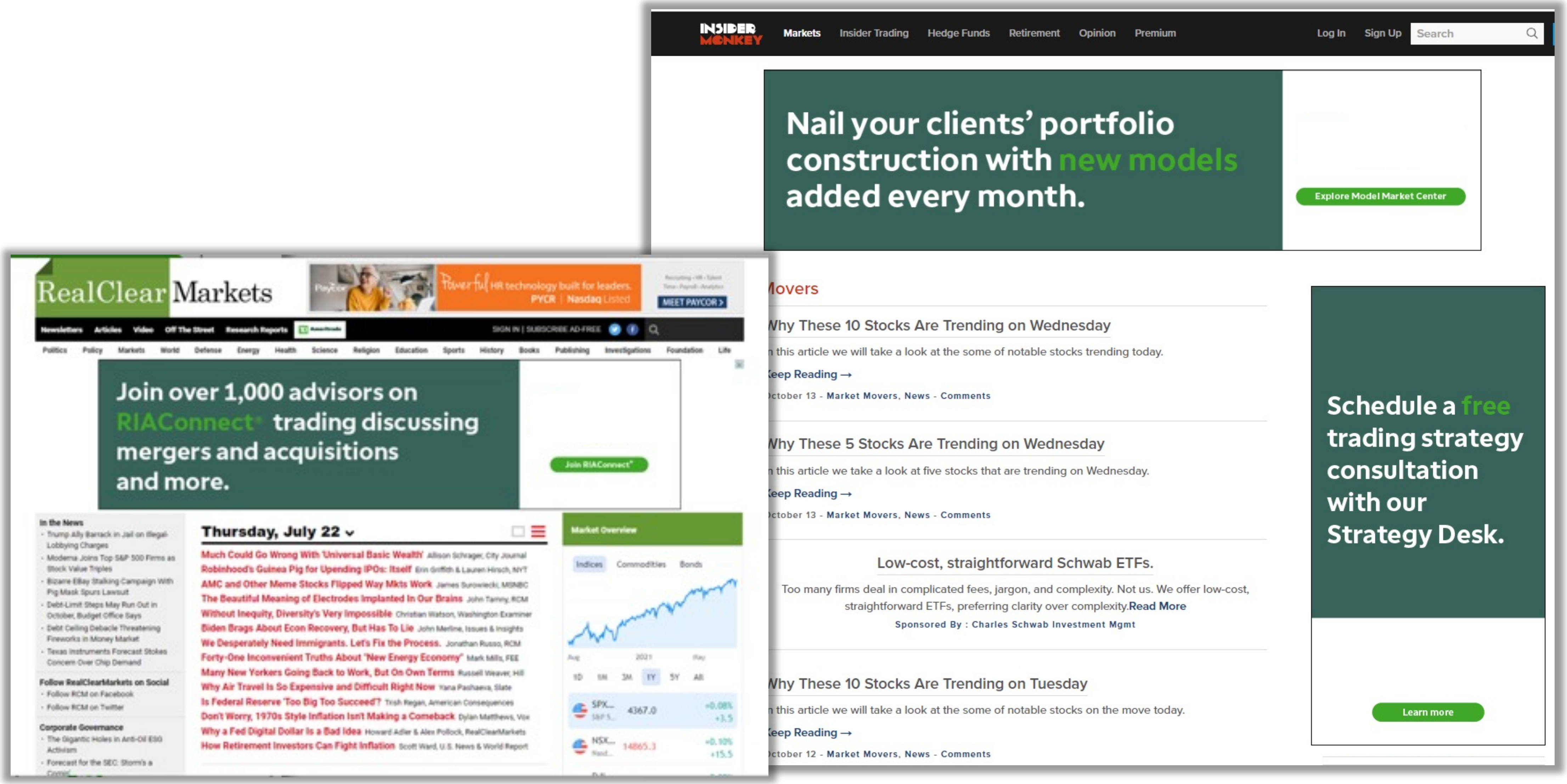
- InvestingChannel was able to create a custom ***ExactMatch*** segment with DiscoveryData to <u>only</u> reach the brand's clients, RIAs who have custody with the Advisor Services Platform.

Results:

The brand was able to reach their clients with personalized messaging about the benefits they receive and do so with 100% accuracy.

INDEPENDENT ADVISOR SERVICES PLATFORM

Tailored Messaging for Existing Clients



CASE STUDY

Cryptocurrency Fund Manager
Custom Dynamic Creative

Campaign Background & Goals:

- The marketing tactics around crypto have been geared towards Retail Investors, making FinPros hesitant to invest in cryptocurrencies.
- InvestingChannel was tasked with making FAs aware of a Cryptocurrency Fund Manager's institutional-grade investment vehicles.

Solution:

- InvestingChannel developed Custom Dynamic Creative that adapted to market conditions, showcased real-time currency prices, and personalized fund messaging to make the brand's creative relevant and useful to Financial Advisors.
- ExactMatch targeting was leveraged to ensure the brand's messaging only reached their target audience.

Results:

- We saw that personalized and market-triggered messaging resulted in 3x more engagement than traditional banners.
- With this dynamic digital media strategy, the client was able to drive awareness of their funds with very high brand/product engagement and position themselves as the expert and leader in crypto funds.

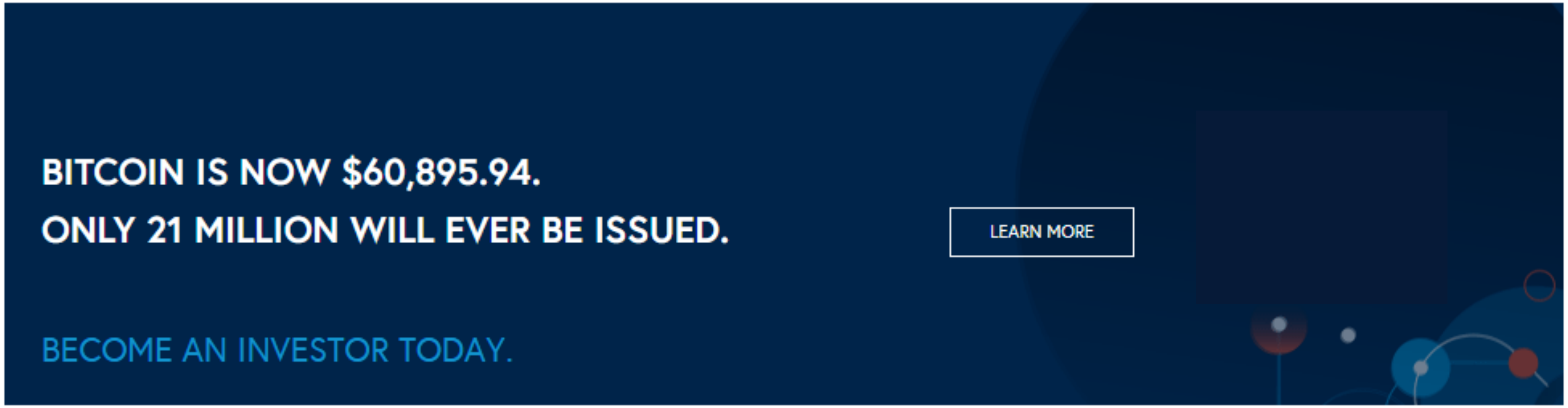
CRYPTOCURRENCY FUND MANAGER

Tailored Messaging based on Interests and Market Conditions

GOLD 300x250

CRYPTO 728x90

MARKET CONDITION 970x250 10-21



ACTION LIST

What can asset management agencies and marketers do to help lead their teams forward in today's day and age?

Put in Place a Digitally-savvy Strategy

- Focus on email, websites and social media

Reach Advisors When The Time Is Right

- Learn about when it's best to reach out to an Advisor

Get Personal

- Use data to cut through the noise

Ensure Compliance

- CCPA, CAN-SPAM, GDPR

Thank You,

Bob²