

# THE CHANGING FACE OF ADVISOR ENGAGEMENT

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InvestingChannel

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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



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.

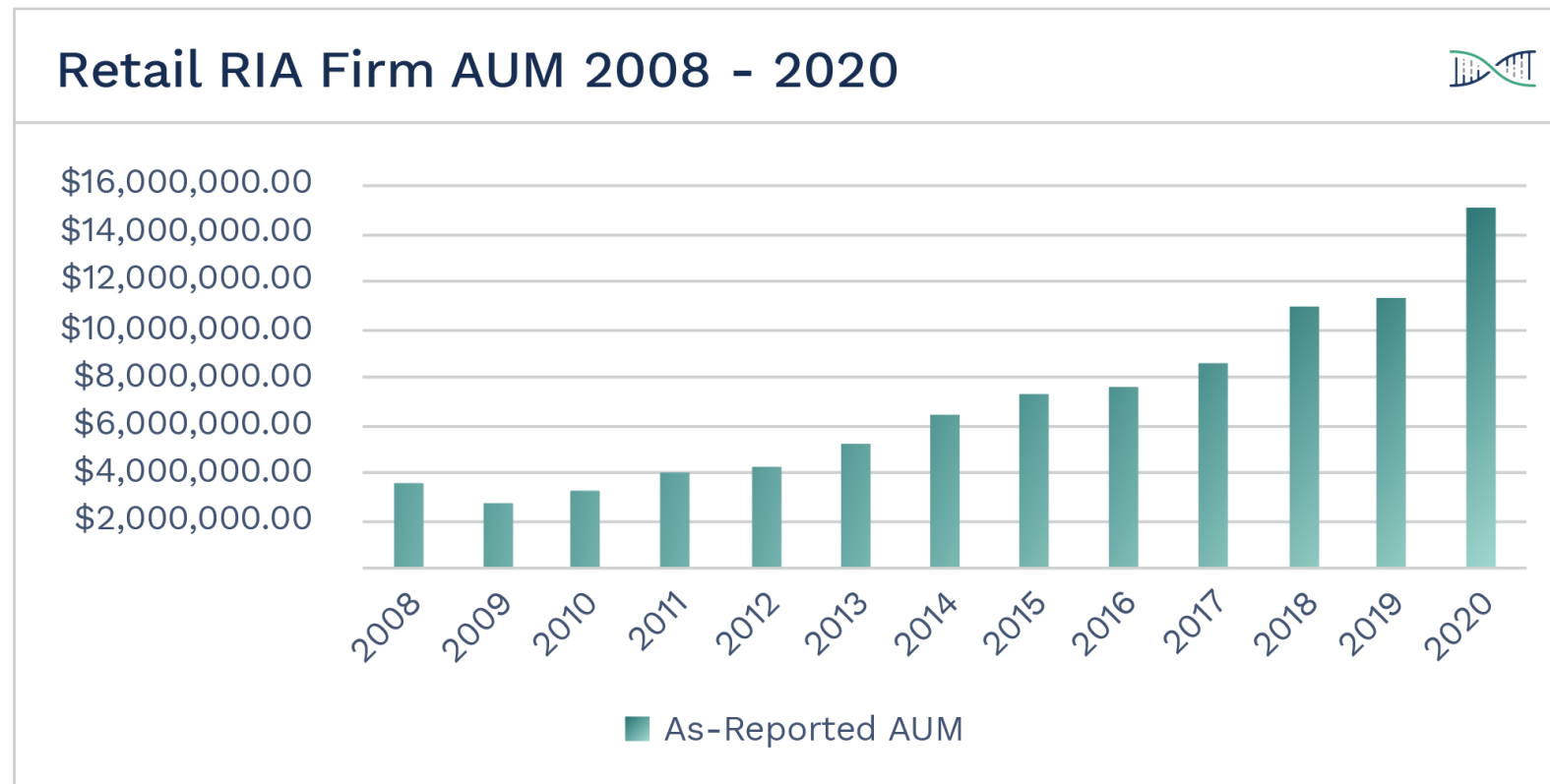


Discovery Data provides the most accurate and trusted information on the firms and people essential to the financial services and insurance industries.



# RETAIL RIA FIRM AUM GROWTH REMAINS STRONG

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

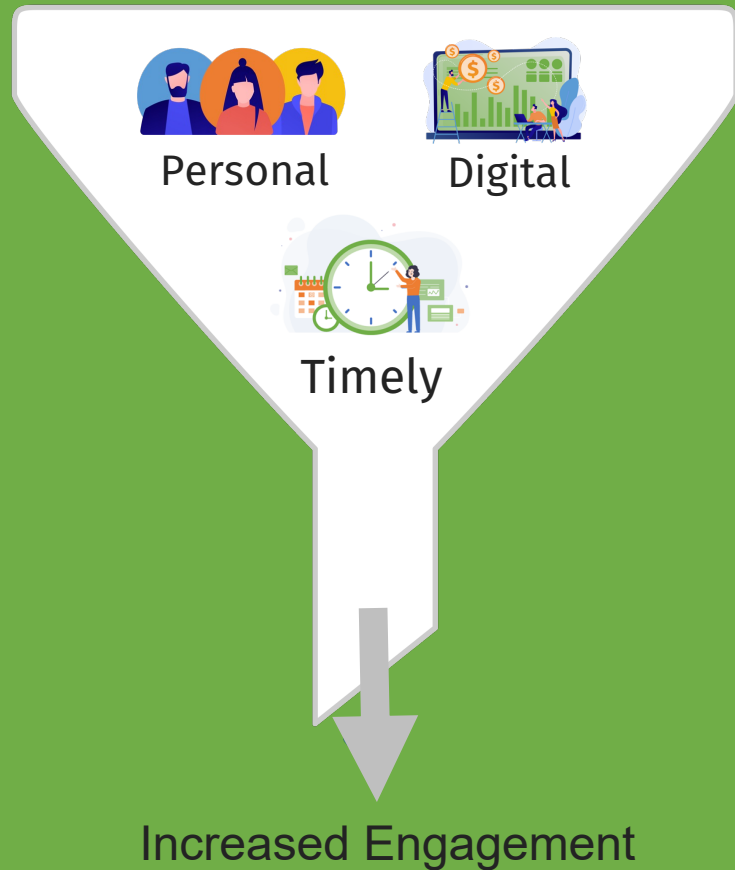


# EFFECTIVE ADVISOR ENGAGEMENT HAS UNDERGONE A SEISMIC SHIFT

- 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?



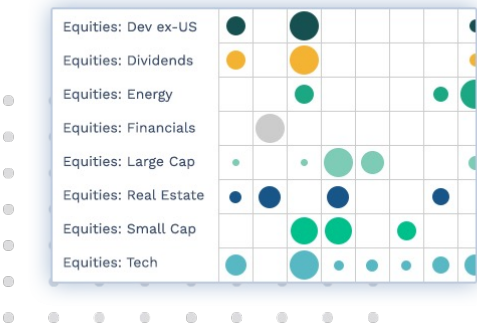
- Despite the appetite for continued investment, the approach to advisor engagement will need to shift toward a more digitally savvy approach.
- Having a more personal touch by using consumer data that provides deeper insight into an advisor's interests, hobbies, and alma maters for instance will also 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

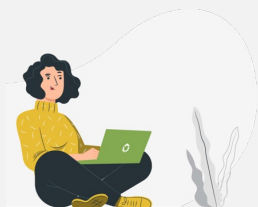
Engage our research team to focus our industry leading-data directly on your business needs.





# 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!



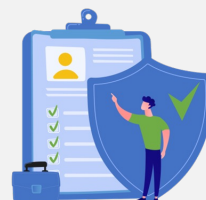
Established guidelines for who sees your messaging with precision and scale



Ultimate audience engagement with relevant messaging



Ultra-targeted deployment to only those that fit your strategy

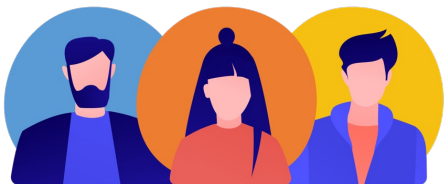


Brand safe white-list & contextual relevance





# HOW IT WORKS



We take the US  
Universe of Financial  
Professionals



Accurately match  
them to digital  
platforms



Target Advisors &  
Institutional Investors  
with 100% accuracy

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## 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...

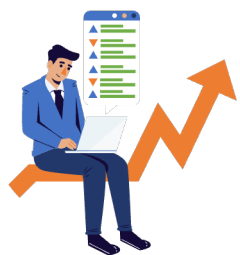
## Job Title

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



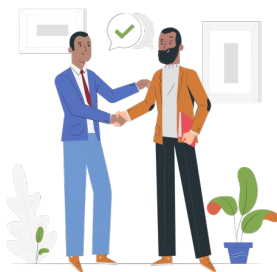


# REACH



**310K**

Financial Advisors



**129K**

Broker Dealers



**61K**

Independent RIAs



**56K**

Wirehouse Brokers



**59K**

Retirement Advisors



**120K**

Institutional Investors



**25K**

Buy-Side &  
Sell-Side Firms



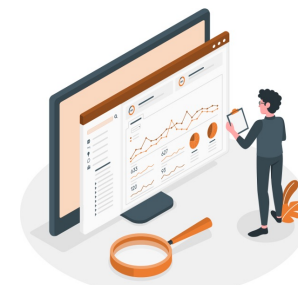
**27K**

C-Suite Executives



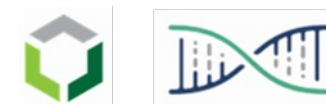
**34K**

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 **not** 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

**barchart**  or

[Stocks](#) [ETFs](#) [Options](#) [Futures](#) [Currencies](#) [News](#) [Dashboard](#) [Tools](#) [Try Premier for Free](#) Site News <sup>5</sup> Market: <sup>▼</sup>

**QUOTES**  
[Price Overview](#)  
Performance Report

**CHARTS**  
Interactive Chart  
Technical Chart

**TECHNICALS**  
Barchart Opinion  
Trading Strategies  
Technical Analysis  
Trader's Cheat Sheet  
Price History  
Historical Data  
Comparison

AD

DEREK CARDIGAN MNE...  
\$65  
SHOP

## 30-Year Treasury Bond (\$TYX)

2.33 -0.01 (-0.43%) 05/21/21 [INDEX/CBOE]

**QUOTE OVERVIEW** for Fri, May 21st, 2021

Day Low	2.32	Day High	2.34
Open 2.33			
Previous Close	2.34		
YTD High	2.50		
YTD Low	1.63		
14-Day Stochastic %K	75.00%		
Weighted Alpha	+72.30		
5-Day Change	-0.02 (-0.85%)		

1D 5D 1M 3M 6M 1Y 5Y MAX

[Full Chart](#)

**Price Performance**

Period	Period Low	Period High	Performance
1-Month	2.17 +7.37% on 05/07/21	2.41 -3.32% on 05/13/21	+0.07 (+3.10%) since 04/21/21
3-Month	2.12 +9.91%	2.50 -6.80%	+0.19 (+8.88%)

### Barchart Technical Opinion

**STRONG BUY**

The Barchart Technical Opinion rating is a **80% Buy** with a **Weakening short term outlook** on maintaining the current direction.

Long term indicators fully support a continuation of the trend.

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**ACTIVE 360**  
INVESTING RESPONSIBLY

**INFLATION INSIGHTS**

**WHAT'S UP WITH MUNIS?**

**POWER OF ACTIVE**

[LEARN MORE](#)

# ASSET MANAGER CONTENT HUB

**Asset Class Spotlight**  
Responsibly Active for Nearly a Century

**ACTIVE 360°**  
Investing Responsibly

**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 only 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

**INSIDER MONKEY** Markets Insider Trading Hedge Funds Retirement Opinion Premium Log In Sign Up Search

### Nail your clients' portfolio construction with **new models** added every month.

[Explore Model Market Center](#)

**RealClear Markets** PlayZoo Powerful HR technology built for leaders. PYOR | Nasdaq Listed Recruiting HR Talent Time - Payroll Analysis MEET PAYCOR

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### Join over 1,000 advisors on **RIAConnect** trading discussing mergers and acquisitions and more.

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**In the News**

- Trump Ally Barack in Jail on Illegal Lobbying Charges
- Moderna Joins Top S&P 500 Firms as Stock Value Triples
- Bizarre eBay Stalking Campaign With Pig Mask Spurs Lawsuit
- Debt-Limit Steps May Run Out in October, Budget Office Says
- Debt Ceiling Debate Threatening Fireworks in Money Market
- Texas Instruments Forecast Stokes Concern Over Chip Demand

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**Corporate Governance**

- The Gigantic Holes in Anti-Oil ESG Activism
- Forecast for the SEC: Storm's a Coming

**Thursday, July 22**

- Much Could Go Wrong With Universal Basic Wealth** Allison Schrager, City Journal
- Robinhood's Guinea Pig for Upending IPOs: Itself** Erin Griffith & Lauren Hirsch, NYT
- AMC and Other Meme Stocks Flipped Way Mkts Work** James Surowiecki, MONBC
- The Beautiful Meaning of Electrodes Implanted in Our Brains** John Tannir, RCM
- Without Inequity, Diversity's Very Impossible** Christian Watson, Washington Examiner
- Biden Brags About Econ Recovery, But Has To Lie** John Marline, Issues & Insights
- We Desperately Need Immigrants. Let's Fix the Process.** Jonathan Russo, RCM
- Forty-One Inconvenient Truths About 'New Energy Economy'** Mark Mills, FEE
- Many New Yorkers Going Back to Work, But On Own Terms** Russell Weaver, Hill
- Why Air Travel Is So Expensive and Difficult Right Now** Yana Paschanka, Slate
- Is Federal Reserve 'Too Big Too Succeed'?** Trish Regan, American Consequences
- Don't Worry, 1970s Style Inflation Isn't Making a Comeback** Dylan Matthews, Vox
- Why a Fed Digital Dollar is a Bad Idea** Howard Adler & Alex Pollock, RealClearMarkets
- How Retirement Investors Can Fight Inflation** Scott Ward, U.S. News & World Report

**Market Overview**

	Indices	Commodities	Bonds
Aug	100	100	100
2021	100	100	100
May	100	100	100
SPX	4367.0	+0.08%	+3.5
NSX	14865.3	+0.10%	+15.5

### Market Movers

#### Why These 10 Stocks Are Trending on Wednesday

In this article we will take a look at the some of notable stocks trending today.

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October 13 - Market Movers, News - Comments

#### Why These 5 Stocks Are Trending on Wednesday

In this article we take a look at five stocks that are trending on Wednesday.

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Too many firms deal in complicated fees, jargon, and complexity. Not us. We offer low-cost, straightforward ETFs, preferring clarity over complexity.[Read More](#)

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#### Why These 10 Stocks Are Trending on Tuesday

In this article we will take a look at the some of notable stocks on the move today.

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October 12 - Market Movers, News - Comments

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# 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

CRYPTO 728x90

## INTERESTED IN ETH?

WE OFFER DIVERSIFIED, DYNAMIC,  
INSTITUTIONALLY-WRAPPED EXPOSURE TO DIGITAL ASSETS.

LEARN MORE

GOLD 300x250

## RESEARCHING ETH?

INVEST IN ASSETS OF THE DIGITAL FUTURE.  
RETHINK GOLD, DON'T BE LEFT BEHIND.

LEARN MORE

MARKET CONDITION 970x250 10-21

**BITCOIN IS NOW \$60,895.94.**  
**ONLY 21 MILLION WILL EVER BE ISSUED.**

LEARN MORE

BECOME AN INVESTOR TODAY.



# 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,*  
Bob<sup>2</sup>

