



Case Study: Opportunity Hunter

Situation

This NY based mutual fund company with over \$3.5 billion in AUM has a small sales force and needs to maximize the effectiveness of their sales effort by targeting the best prospects for their fund family. Registered Investment Advisors (RIA's) are difficult to target and traditional methods using self-reported assets and applying segmentation models were proving inefficient.

Understanding how their funds and ETF's stacked up against the competition was also a challenge.

Broadridge Solution

Broadridge introduced the firm to its new predictive analytics and targeting tool for the RIA channel. This new tool, Opportunity Hunter, enables the sales teams to precisely target RIA's that are most likely to recommend their products. It prioritizes prospects based on proprietary Broadridge data on over \$2 trillion in the mutual fund, ETF and CEF markets. It combines the Broadridge data with almost 200 data points on product performance, ratings, expenses, and risk from Morningstar - to calculate the sales opportunity for over 10,000 RIA's.

Result

The solution gave the firm the insights it needed to sell more effectively into the RIA channel and improve their competitiveness. Being able to track ETF data and closed end fund assets more effectively was extremely important to them.

Their Head of RIA Sales noted that Opportunity Hunter has enabled them to “Quickly narrow our universe of prospects” and “Reduce the number of sales meetings required to close the deal by 25%” .

They also use it as a competitive analysis tool, looking at specific categories to understand where their assets are within these categories. It also allows them to see the scores for their product vs the competition on one screen. As a result, they have revised their pricing models for two of their products.

For more information on this case study, please visit: broadridge.com/opportunityhunter

About Broadridge

Broadridge is the leading provider of investor communications, technology-driven solutions, and data and analytics for wealth management, asset management and capital markets firms, and corporations. We help clients drive operational excellence to manage risk, accelerate growth and deliver real business value.