



Case Study: Opportunity Hunter #2

Situation

A global investment management firm was finding it challenging to pinpoint new sales opportunities in the Registered Investment Advisors (RIA) channel. After trying a variety of data and analytics solutions, they were frustrated that they weren't able to obtain the depth of data necessary to precision target RIA's and were forced to piece together different data sets which was labor intensive, time consuming, and limited in accuracy.

Broadridge Solution

The firm had heard of Broadridge's new predictive analytics tool for the RIA channel called Opportunity Hunter and decided to explore it further. Opportunity Hunter enables a sales team to precisely target the RIA's that are most likely to invest in their products based upon their current book of business and asset allocation. 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 identify and calculate the sales opportunity for over 10,000 RIA's.

Result

The firm was staggered by the depth of the RIA data and the ability to easily pinpoint the best prospects for their products. The breadth and depth of the data available through Opportunity Hunter was beyond any other resource that they've used previously and provided them with the complete picture of the landscape in the RIA market place – so they can compete more effectively.

The external sales team was able to use Opportunity Hunter on the road to engage emerging advisors. The mobile and user-friendly nature of Opportunity Hunter made it easy to use and to identify the information they needed to quickly and effectively progress the sales process.

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.