

Broadridge® Smart Insights™

Sharpen prospecting.
Maximize conversion.

PROVIDE INFORMATION YOUR PROSPECTS WANT

Today's empowered investors expect consistent, relevant engagement. Now advisors can turn prospects into clients faster by tapping into advanced analytics and Deep Learning technology. **Broadridge® Smart Insights™**—an innovative cognitive marketing platform—gives advisors the insight and resources they need to drive the personal connections investors demand.

BOOST ADVISOR WIN RATES—AND PRODUCTIVITY

Advisors don't have time to chase prospects that aren't the right fit. Smart Insights automatically identifies prospect fit, interest level and engagement activity, so advisors can prioritize their time more effectively. Built-in artificial intelligence automatically selects the best content to send—to each prospect—at just the right time. One-click prospect management makes it easy to efficiently distribute content to any prospect, across any channel.

Get the intel to sell. Contact your Broadridge representative or visit broadridge.com/smartinsights.

- Empower advisors to win more business
- Boost productivity and enable advisors to find the best prospects
- Take actions based on a prospect's wealth, goals and personal interests
- Engage targets with meaningful, targeted content across every channel



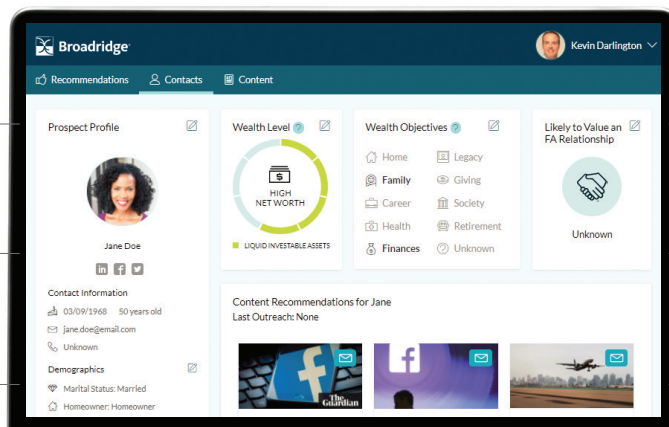
Enhanced Prospect Profiles



Artificial Intelligence



Prospect Fit Analysis



Content Recommendations



Multi-Channel Publishing



Automated Prospect Management



Communications
Technology
Data and Analytics



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Ready for Next