Three strategies to optimize marketing operations and empower sales

- **Strategic 1:** Identify audiences most likely to distribute your products. 
  - Using predictive analytics platforms, quickly narrow your universe of prospects and reduce the number of sales meetings required to close a deal by 25%.

- **Strategic 2:** Strengthen relationships by delivering the value-added, informative content your partners need, when they need it. 
  - “Market commentary is the most popular type of value-add resource that asset managers provide, cited as very important or crucial by 42% of RIAs.” —IGNITES RESEARCH, THE NEW RIA OPPORTUNITY, JULY 2018

- **Strategic 3:** Put the right message in the right hands at the right time. 
  - Streamline and simplify your marketing operations by creating an integrated approach for managing and distributing content.

**Marketing Technology**

<table>
<thead>
<tr>
<th>2018</th>
<th>2017</th>
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<tbody>
<tr>
<td>7,000</td>
<td>6,500</td>
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**Marketing Budgets**

<table>
<thead>
<tr>
<th>2018 Marketing Budgets</th>
<th>Percentage of Total Budget</th>
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<tbody>
<tr>
<td>29% MARKETING</td>
<td></td>
</tr>
<tr>
<td>24% SALES</td>
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**Advisor Targeting**

- Opportunity: Use marketing technology to better identify the firms, banks, broker-dealers, and retirement advisors most likely to distribute your products.

**Content Management and Distribution**

- **Advisor Targeting**
  - Opportunity Hunter enables asset managers to precisely target the RIAs, Banks, Broker-Dealers and retirement advisors most likely to sell their products.

- **Distribution Insight**
  - Covering retail and institutional fund flows across every geography, Distribution Insight helps asset managers understand market share, product sales, and where to locate the best opportunities.

- **ContentHub**
  - Makes it easy to share sales and marketing content on demand, digitally or in print. All from one, secure location.

For more ways to transform your marketing approach, contact your Broadridge representative today at +1 866 359 0456.