

Transform your website into a growth engine



Attract
Prospects



Manage
Branding



Maximize
Engagement



Stay
Compliant



Streamline
Workflows



Measure
Results

WIN NEW BUSINESS FASTER AND SMARTER

Advisors face serious headwinds as fee pressure and tighter competition impede business growth. Now you can give your advisors a competitive edge. Boost client acquisition and strengthen existing relationships with Website ManagerSM from Broadridge. Our solution empowers advisors to easily build and manage their own site, while preserving home office control for compliance and brand consistency. Powerful integrations and comprehensive analytics help drive qualified traffic and convert more prospects. Plus, our team offers training on digital marketing best practices, helping your advisors connect with prospects and close opportunities.

SIMPLIFY SITE MANAGEMENT

The time advisors spend building a website is time not spent on client acquisition and service. That's why we prioritize efficiency and simplicity. Our templates make it easy for advisors to adjust the look and feel of their website, while staying within brand guidelines. Advisors can drag and drop from a library of custom content, images, text, media and more. Integrated data feeds not only populate standard information (e.g., name, phone number) but expand standard search criteria to markets served, accreditation and languages spoken, among others.

STREAMLINE COMPLIANCE REVIEW

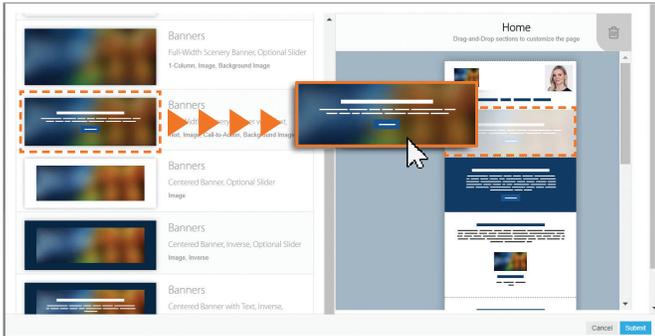
Advisors often publish their own content and perspectives. But you need to preserve home office control. Website Manager helps streamline the approval process with configurable business rules, capable of supporting multiple compliance tiers.

- Designate which pieces of content require review.
- Establish role-based access to specific features, content and navigation.
- Create and decommission websites and users automatically.
- Archive compliance activity specific to each website.

Attract. Convert. Win.

TAP INTO POWERFUL DATA ANALYTICS

Integrate your CRM with Website Manager to complete the lead funnel—data will flow directly into your CRM for easy tracking. Or seamlessly plug into Google Analytics 360 and Broadridge Intelligent Analytics. Our solution enables you to visualize advisor website performance and see a window of web activity across your entire program. Dynamic dashboards and analytics provide insights that go beyond traditional reporting.



Flexible and customizable. Advisors/agents can select from six different banner options chosen by the Home Office.



Analytics at your fingertips. A host of integrations and dynamic dashboards provide more powerful insights and analytics.

SEE BROADRIDGE WEBSITE MANAGER IN ACTION

Contact your Broadridge representative today to request a demo.

Broadridge, a global Fintech leader with over \$4 billion in revenues and part of the S&P 500® Index, provides communications, technology, data and analytics. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

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GET MORE OUT OF WEBSITE MANAGER

Strengthen your web presence with these optional integrations.

Local Search Integration

Make your website more discoverable with Yext™. Automatically create local listings across Google My Business, Facebook, YellowPages and more.

Digital Marketing

Via our partnership with Adwerx, build compliant digital marketing and retargeting ads designed to capture new and returning website visitors.

Broadridge Content Library

Turn your advisors into instant thought leaders. Our vast library of original, FINRA-reviewed content includes engaging articles, infographics, videos, calculators and more.

Smart Insights™

Deliver the intelligence advisors need for more effective prospecting. By aggregating comprehensive prospect profiles, Broadridge identifies the most qualified leads and generates next-best-action recommendations.

Digital Lead Optimizer™

Develop an inbound lead generation funnel that's optimized for your practice. Broadridge expertly matches the most relevant content themes to defined prospects across social media and paid digital marketing channels.

Broadridge Consultative Support

Let our team help you drive program adoption and advisor engagement. Our hands-on consultative approach can help you execute best practices for marketing, branding and content.



Ready for Next

Communications
Technology
Data and Analytics