

# AdvisorTarget Intent Data

# How We Discern Advisor Intent



## Off-Platform Publication Partners

CAPTURE READING CHOICES OF ADVISORS VIA PATENTED, NON-COOKIE AUTO LOGIN PROCESS

CAPTURE INVESTMENTS ADVISORS ARE EXPLORING THROUGH TICKER LOOK-UPS

Articles

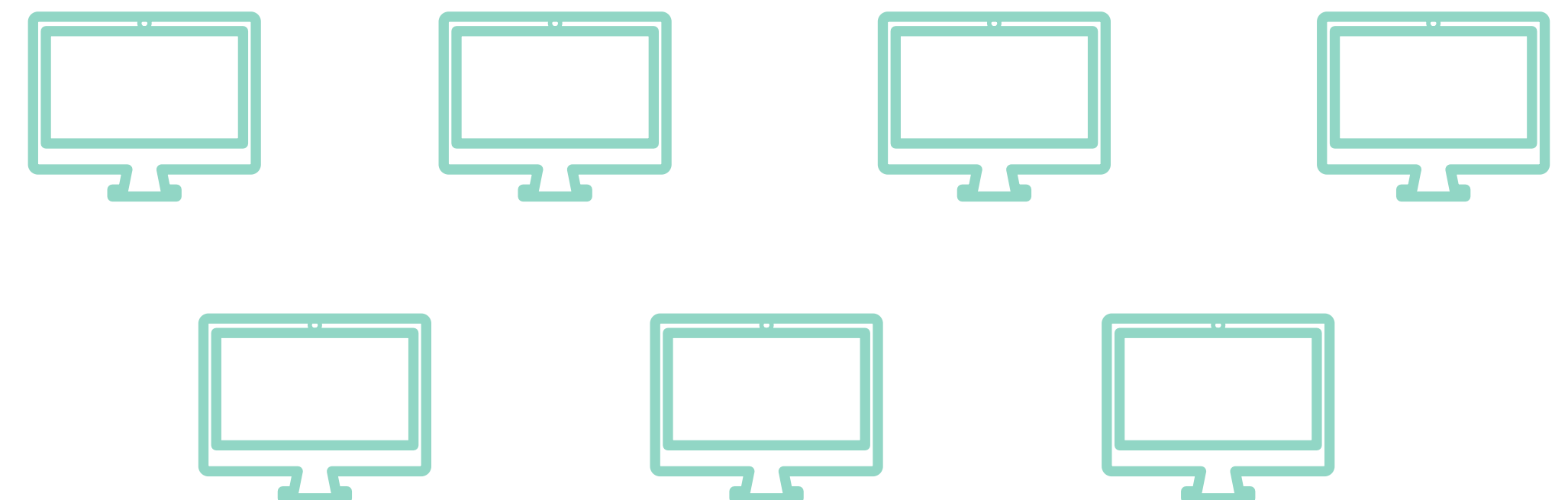


Web Pages



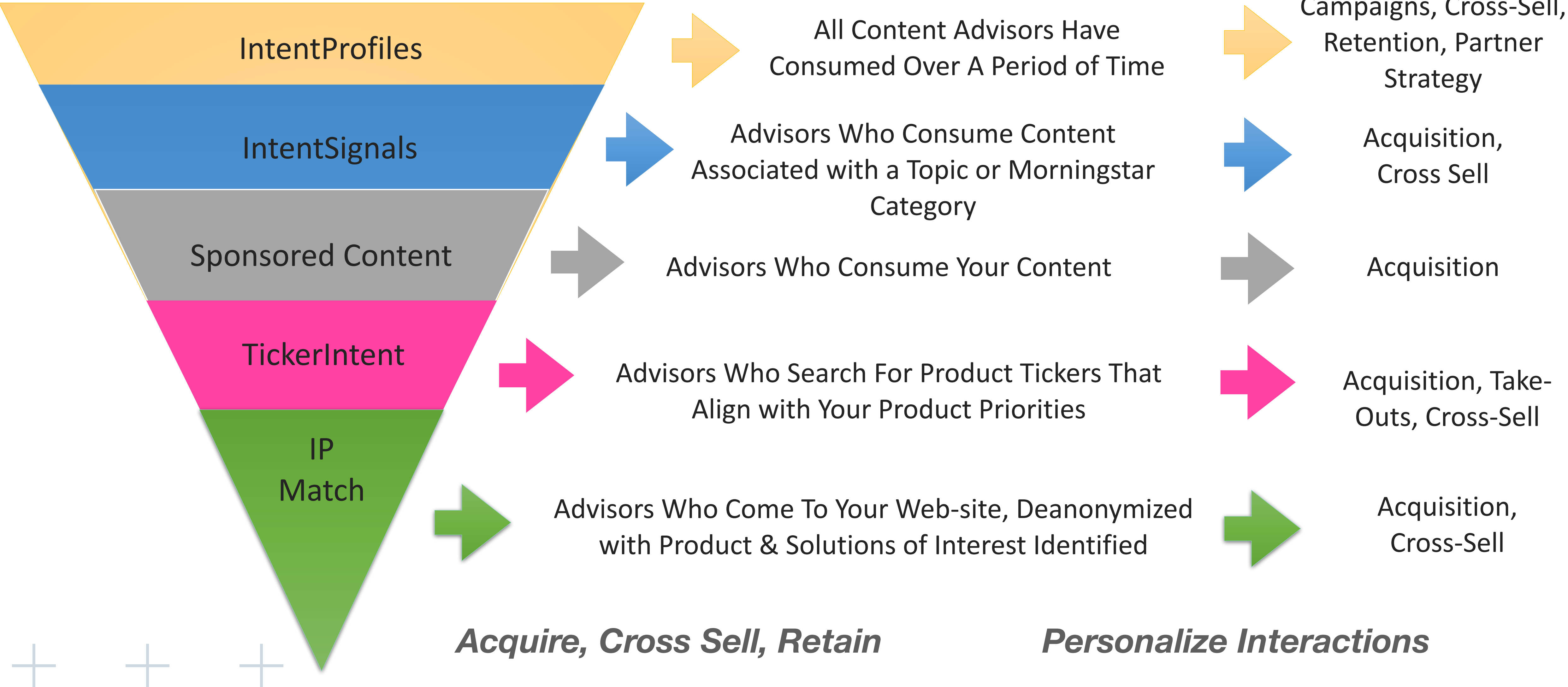
## On-Platform Web-Site Engagement

DEANONYMIZE ADVISORS VISITING WEB-SITE THROUGH PROPRIETARY IP <> CRD DATABASE AND IDENTIFY WEB-PAGES VISITED / PRODUCTS & SOLUTIONS EXPLORED



# AdvisorTarget Intent Data Lead Funnel

## Use Cases





# Advisor IP Match





# What is Advisor IP Match



**Database that Matches IP Addresses to Financial Advisor CRDs**

**AdvisorTarget Clients Use Advisor IP Match to Uncover Financial Professional Identity of Web Site Traffic**

**Clients Using Advisor IP Match :**

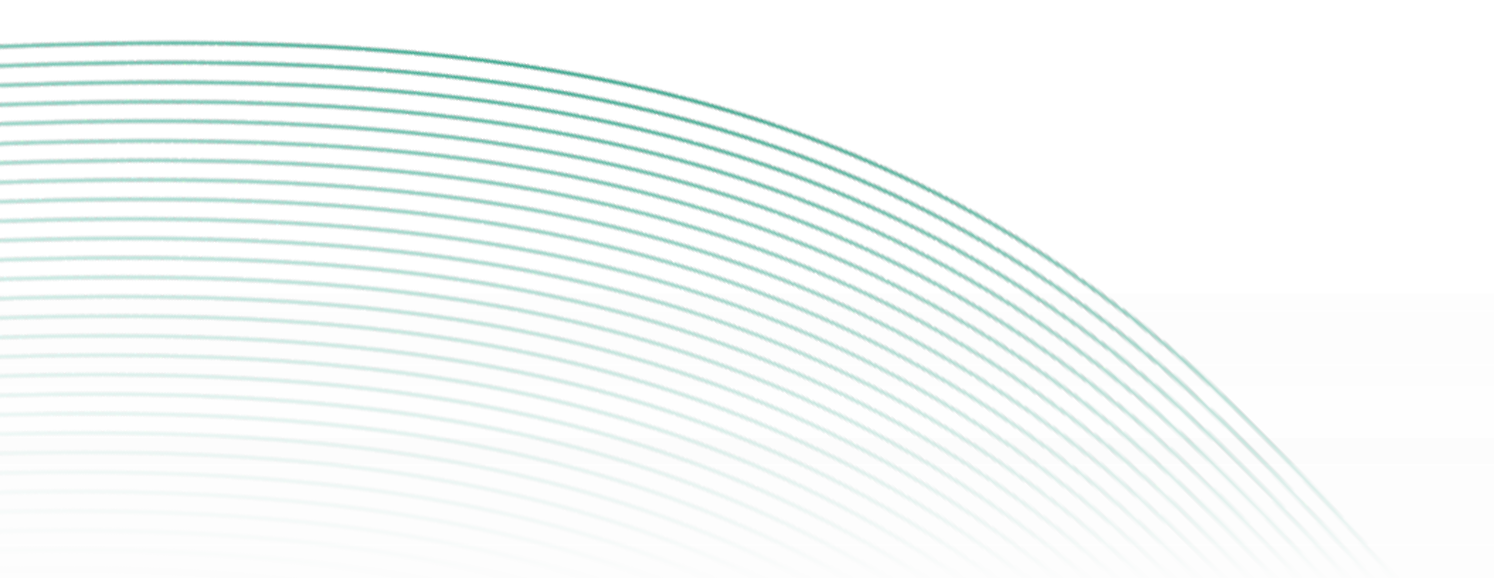
- **Asset Managers \$1T in AUM to Boutiques**
- **Wealth Managers / Broker Dealers / Banks**
- **Investor Relations Solutions Providers**
- **FinTechs**

**Data Provided :**

- **Advisor Contact Information**
- **URLs / Web Pages / Products / Solutions Visited**
- **# of Visits to URLs / Web Pages / Products / Solutions**

**Frequency of Delivery :**

- **Monthly, Weekly, Daily**
- **Real Time API**



# Benefits of Advisor IP Match

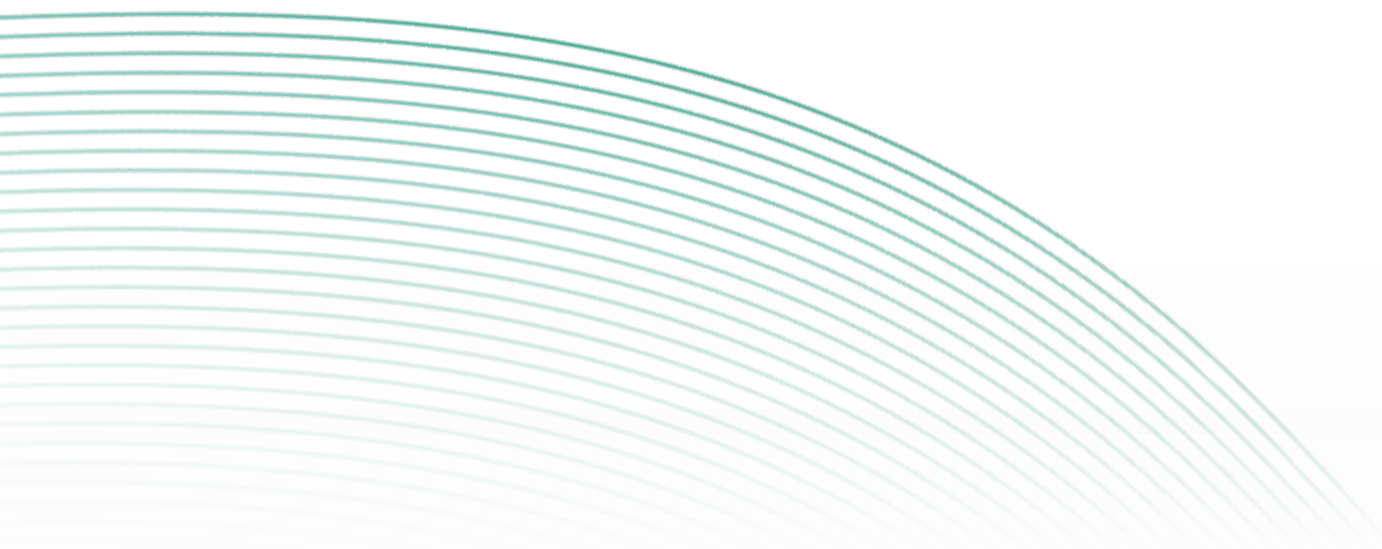


## Sales

- Follow-up with individual Advisors who are visiting web-site
- Personalize outreach and dialogue based on web-pages / products / solutions explored
- Prioritize efforts based on frequency of Advisor visits
- Segment Financial Professionals based on Channel (RIA / Wire / IBD / Bank) and Firm

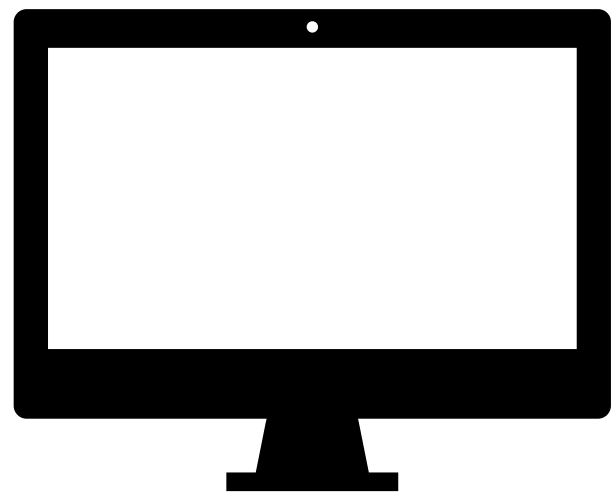
## Marketing

- Determine ROI of Advertising campaigns that lead Advisors to Web-site
- Uncover Advisors who make it to Landing Pages but do not complete contact forms
- Retarget Advisors based on IP Addresses and Web-pages visited
- Personalize email campaigns based on web-pages / products / solutions explored
- Personalize Advisor web-site experience by serving-up web-pages to Advisors



(1)

Client Web-Site  
Data Capture



Google Tag Manager

```
<script async src="https://
www.googletagmanager.com/gtag/js?
id=G-167NJ2TRQN"></script>
<script>
window.dataLayer = window.dataLayer || [];
function gtag(){dataLayer.push(arguments);}
gtag('js', new Date());
gtag('config', 'G-167NJ2TRQN',
{ 'send_page_view': false });
</script>
<script type="application/javascript">
function getIP(json) {
gtag('event', 'Visitor IP', {'event_category':
'4457483032', 'event_label' : json.ip, 'send_to':
'G-167NJ2TRQN', 'transport_type': 'beacon'});}
</script>
<script type="application/javascript" src="https://
api.ipify.org?format=jsonp&callback=getIP"></
script>
```

(2)

Data Transfer

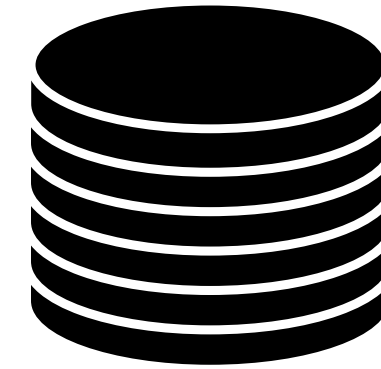


Google BigQuery's  
Encrypted API

- IP Address
- URL
- Time Stamp
- Page Title

(3)

AdvisorTarget  
IP <> CRD  
Database



Google Cloud

IPs Matched to  
Available CRDs

1 : 1 Matches  
1 : Many Matches

(4)

Data Transfer  
To Client



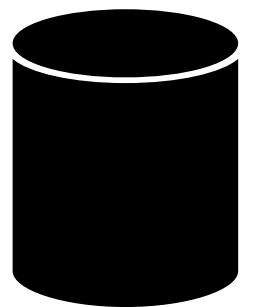
FTP or Client  
Preferred  
Protocol  
File Elements:

Two Tabs:  
1 : 1 Matches  
1: Many Matches

- CRD
- URL
- Time Stamp
- Page Title

(5)

Client  
Data Integration

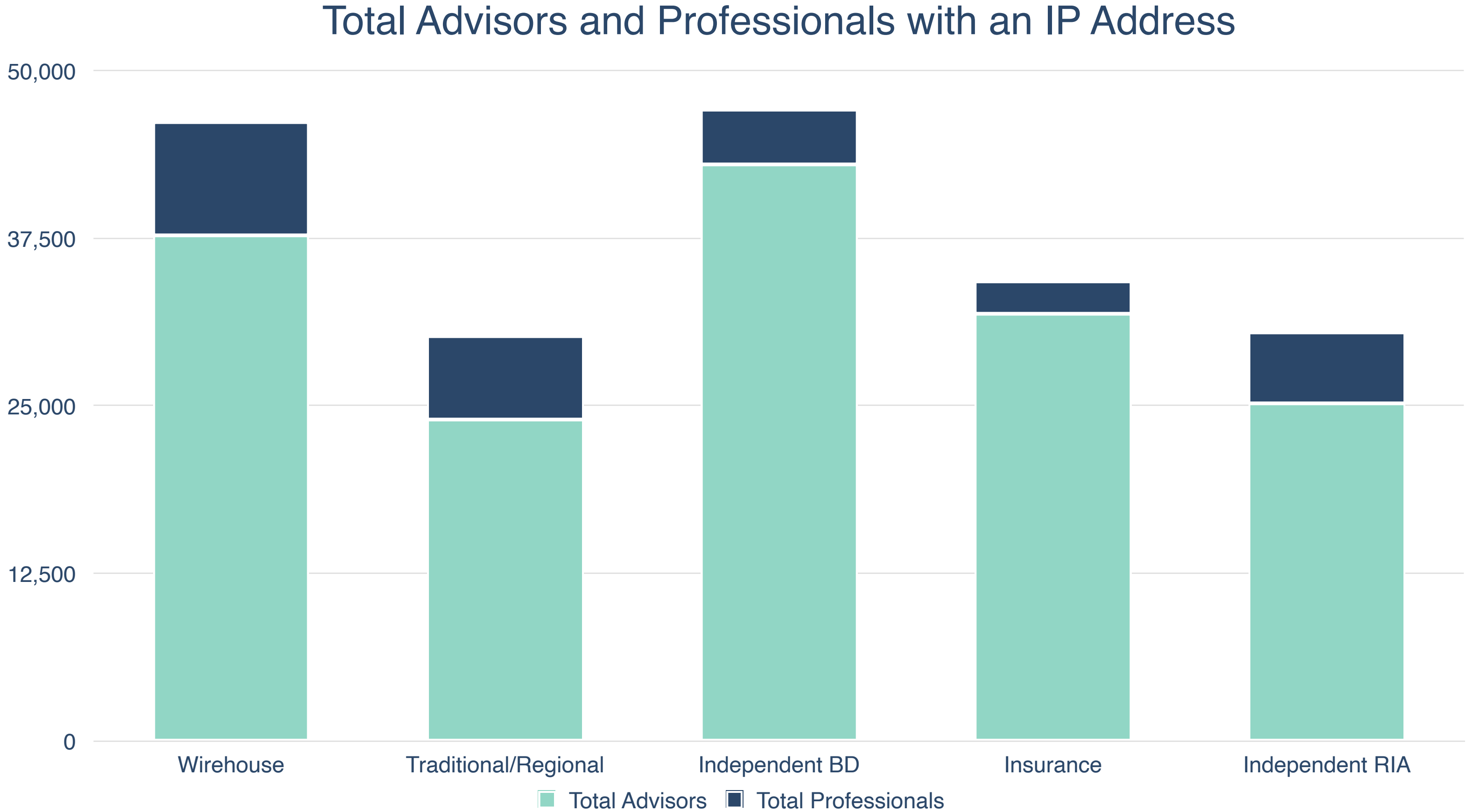


CRM  
DataLake  
SnowFlake  
Etc.



# Advisor IPs Available by Channel

Of the 188K+ professionals with an IP in key financial services channels, 86% (161K+) are flagged as producing advisors.  
**We have IP data on 93% of VG VBS Universe.**



# Sample IP Match File

Matched_CRD	URL	Date	Page Title
1234567	<a href="http://www.40actmanager.com/aumgrowth">www.40actmanager.com/aumgrowth</a>	20221219	High-Yield Bond
2345678	<a href="http://www.40actmanager.com/aumgrowth/CB">www.40actmanager.com/aumgrowth/CB</a>	20221219	Corporate Bond
3456789	<a href="http://www.40actmanager.com/aumgrowth1">www.40actmanager.com/aumgrowth1</a>	20221219	High-Yield Bond
4567890	<a href="http://www.40actmanager.com/aumgrowth2">www.40actmanager.com/aumgrowth2</a>	20221219	High-Yield Bond
5678901	<a href="http://www.40actmanager.com/aumgrowth3">www.40actmanager.com/aumgrowth3</a>	20221219	High-Yield Bond
1234567	<a href="http://www.40actmanager.com/aumgrowth/MNL">www.40actmanager.com/aumgrowth/MNL</a>	20221219	Muni National Long
2345678	<a href="http://www.40actmanager.com/aumgrowth/MNL">www.40actmanager.com/aumgrowth/MNL</a>	20221219	Muni National Long
3456789	<a href="http://www.40actmanager.com/aumgrowth">www.40actmanager.com/aumgrowth</a>	20221219	High-Yield Bond
4567890	<a href="http://www.40actmanager.com/aumgrowth">www.40actmanager.com/aumgrowth</a>	20221219	High-Yield Bond
5678901	<a href="http://www.40actmanager.com/aumgrowth">www.40actmanager.com/aumgrowth</a>	20221219	High-Yield Bond

\* Note, Additional Data Points May Be Added As Agreed Upon

TickerIntent



Caption

Caption

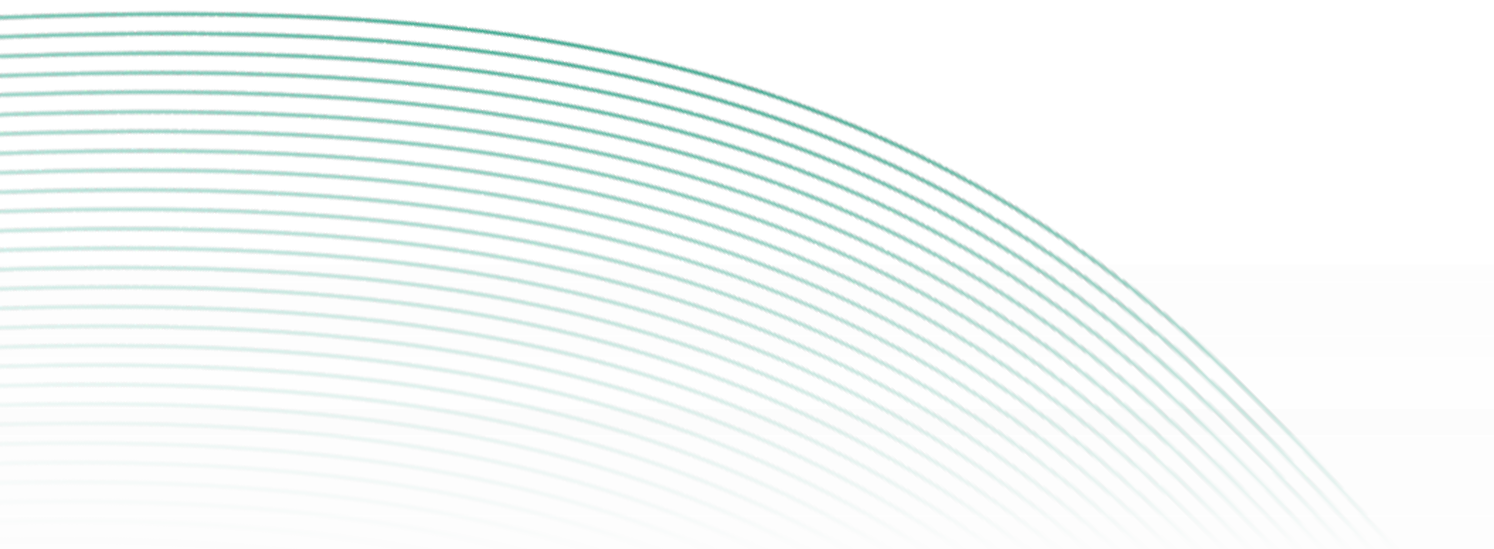
Caption



# Ticker Intent Use Cases



1. New Advisor Leads : Target investments Advisors are researching that align with your product focus
2. Take Out Campaigns : Surface Advisors searching for products that are less competitive than yours
3. Cross Sell : Expose investments your Advisor clients are researching where you have competitive product
4. Trend Data for Strategic Focus : Set your product and marketing priorities from trend data based on Advisor product look-ups



# Intent Signals

The background is a dark blue gradient. A large, solid green circle is positioned in the lower right quadrant. From the top left of this circle, a series of concentric, semi-circular arcs of small dots radiate outwards towards the top left corner of the image. The dots are a lighter shade of blue and become more sparse as they move further from the circle. In the top left corner, there are three white plus signs arranged vertically. In the bottom left corner, there are faint, thin white lines forming a partial circle and two intersecting straight lines.



# Track and Report on Intent Signals

Directly engage individual advisors through context-rich, timely signals based on customized keywords and categories to amplify distribution effectiveness.

Using patented, cookie-free data capture technology in conjunction with data science, we provide a bundle of pre-qualified leads (at the individual CRD level) combined with Discovery Data's business profile and contact information to enhance your sales and marketing efforts.

## Examples Categories:

- Alternatives Hedged Equity
- Artificial Intelligence
- SaaS
- Alt RE
- Techstack
- Small / Mid Cap Growth
- Energy
- Private Credit Funds
- Custody Services
- Bonds – Munis, High Yield, Total Market, etc.
- Equities
- SMAs
- Exchange Traded Debt
- Movement
- ESG
- ETFs



# Signal Process

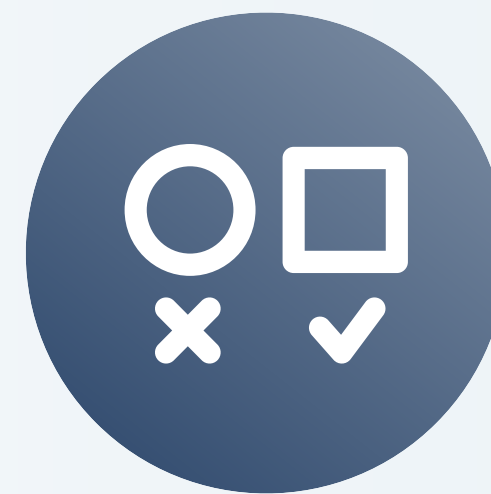
A signal is not simply an advisor who read an article. For an advisor to qualify as a signal, they need to meet a combination of criteria including:



Number of articles  
read



Length of time spent  
reading  
the articles



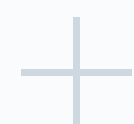
Combination of related  
articles  
read



Timeframe the  
articles were  
read over



Comments or  
interaction with the  
article



# Intent Profiles & Campaigns





# Develop Personas with Profile Enrichment

With our historical and ongoing advisor intent data capture, we are able to match and append advisor interests and reading choices to your internal database so you can make decisions on who to call and how best to communicate with an advisor.

This dynamic AdvisorTarget behavioral data enables you to enhance persona development, superior segmentations, and deliver more effective and timely messaging.

CRD	Email	Name	Signal Category	Date	Signal Topics				
1234567	john.smith@example.com	John Smith	Bonds: High Yield	Feb-21	income	BBB	junk	high yield	earnings
1234567	john.smith@example.com	John Smith	Bonds: Munis	Feb-21	income	munis	tax-free income	COVID	mortgages
1234567	john.smith@example.com	John Smith	Eq: Energy	Mar-21	energy	lockdown	MLPs	dividends	income
1234567	john.smith@example.com	John Smith	Eq: Real Estate	Feb-21	cmbs	yields	malls	mortgage reits	mortgages
1234567	john.smith@example.com	John Smith	Eq: Real Estate	Jan-21	rates	real estate	reits	stocks	high yield REITs
1234567	john.smith@example.com	John Smith	Eq: Tech	Jan-21	2020	Amazon	amg	antitrust	
1234567	john.smith@example.com	John Smith	Eq: Tech	Jan-21	Apple	bear market	biden	bull market	
1234567	john.smith@example.com	John Smith	Eq: Tech	Jan-21	correction	FAANG	WFH	return to normal	
1234567	john.smith@example.com	John Smith	Eq: Tech	Jan-21	election	FAANG	facebook	tech downturn	
1234567	john.smith@example.com	John Smith	Eq: Tech	Feb-21	iphone	large cap value	megacaps	nasdaq	
1234567	john.smith@example.com	John Smith	Eq: Tech	Mar-21	rates	stocks	tech	Treasuries	Trump
7654321	helen.jones@example.com	Helen Jones	Bonds: Munis	Jan-21	bonds	munis	municipalities	tax-free income	stimulus package
7654321	helen.jones@example.com	Helen Jones	Bonds: Munis	Jan-21	Biden	stimulus	munis	federal support	HNW tax planning
9876543	robert.allen@example.com	Robert Allen	Bonds: IG	Feb-21	credit	yields	investment grade	earnings	
9876543	robert.allen@example.com	Robert Allen	Bonds: Munis	Feb-21	munis	tax-free income	stimulus package	Biden	Democrats
9876543	robert.allen@example.com	Robert Allen	Eq: Small Caps	Jan-21	IWM	rates	russell	russell 2000	
9876543	robert.allen@example.com	Robert Allen	Eq: Small Caps	Jan-21	S&P 500	small caps	spreads	stocks	VB
9876543	robert.allen@example.com	Robert Allen	Eq: Value	Feb-21	bear market	carvana	expedia	implosion	stocks

Key

- Munis
- Income
- Tech
- Bearish Sentiment
- Small Caps

Distribution:

- Macro level: Focus next month's sales efforts on Munis
- All advisors have read about **muni bonds**. This is a good indication they are generally trending with advisors. Sales efforts should be broadly focused here.
- Micro Level: Specific advisors are showing sales opportunities
- John Smith is signaling a strong demand for **income products**. Multiple pieces across different areas are all focused on the need for income.
  - John Smith may redeem his **tech** funds. John has been reading a lot about tech, but most of it has been **bearish**. Call him to avoid a possible redemption.
  - Helen Jones is showing a very strong interest in **muni bonds**.
  - Robert Allen is signaling a strong interest in **small caps**.

Marketing:

- Muni bonds have been popular across the data. Individual advisors are showing particular interest.
- Use cases include:
- Focusing marketing spending and social media keyword buys on **muni bonds** based on how it is trending.
  - Use trending information on your target CRD group to plan webinars, white papers, etc.
  - Use CRD-level data to put individuals into various product suite drip campaigns based on their demonstrated interests.

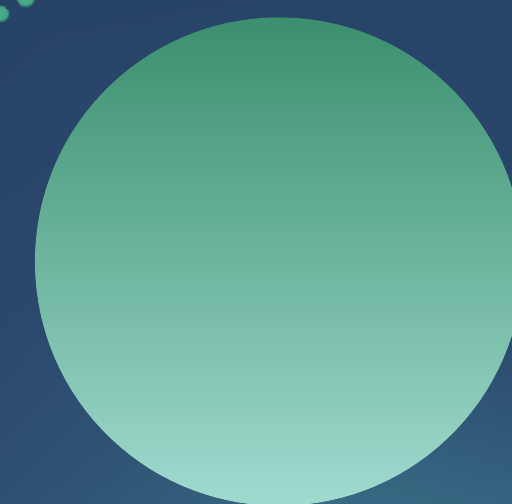
Data Science:

- Use deep, granular data as a source of truth to smartening your internal data science.
- Use cases include:
- Marry our data with data packs in order to improve the prediction capabilities of internal algorithms.
  - Using our data to improve lead scoring, such as by comparing incoming marketing leads against our interest data.
  - Use our data to compare to keywords being used on wholesaler phone calls in order to improve analysis and properly identify sales opportunities.

\* Color coding for demonstration purposes only



# Sponsored Content



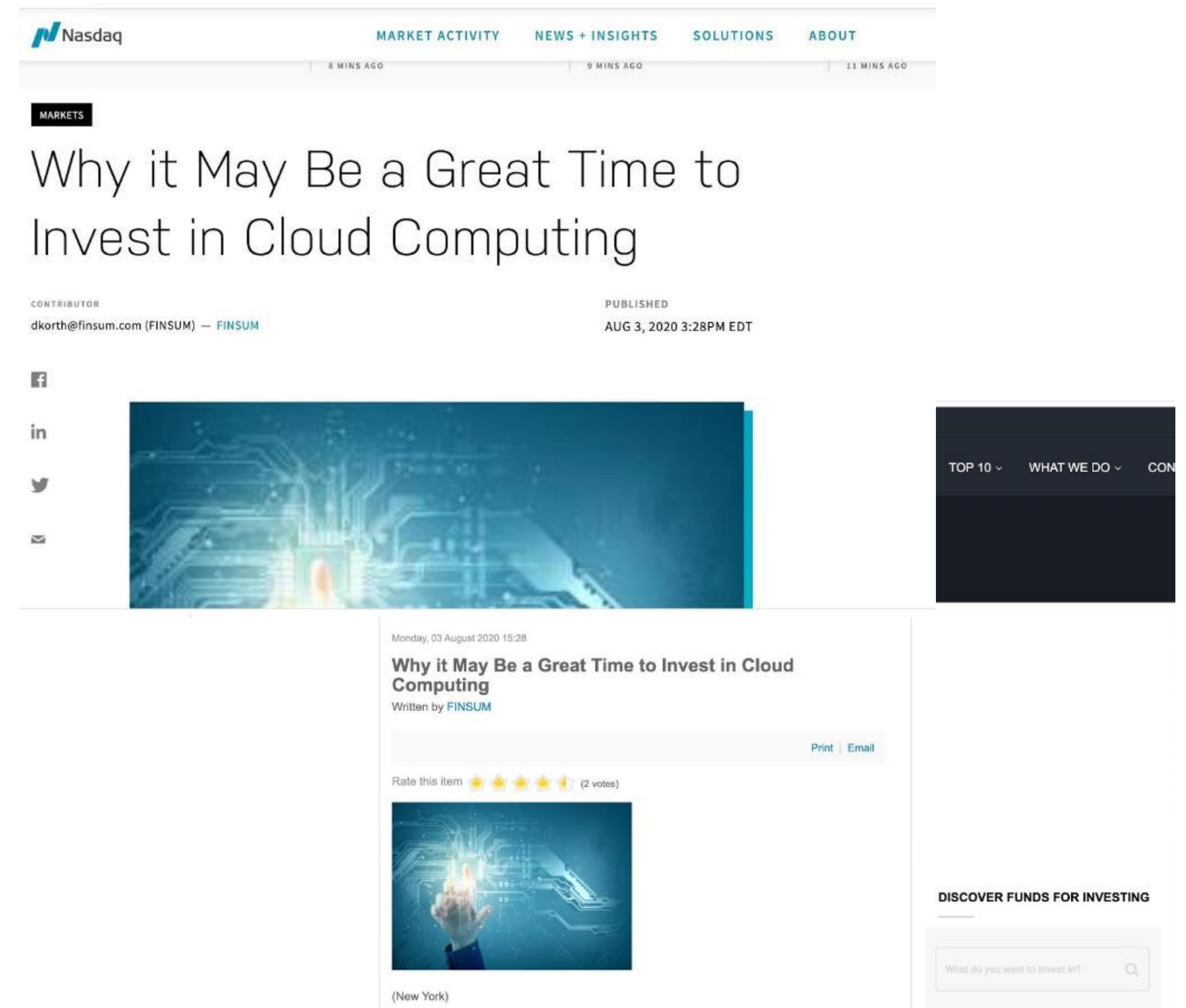
# Sponsored Content

Run a thematic article (typically 250 – 500 words) specific to the client's product or service.

This can be written by the AdvisorTarget team (two edits allowed and client has final approval) or the client can supply their own content.

All advisors who interacted with the article will be delivered 72 - 96 hours post content drop.

[Sponsored Content Example](#)





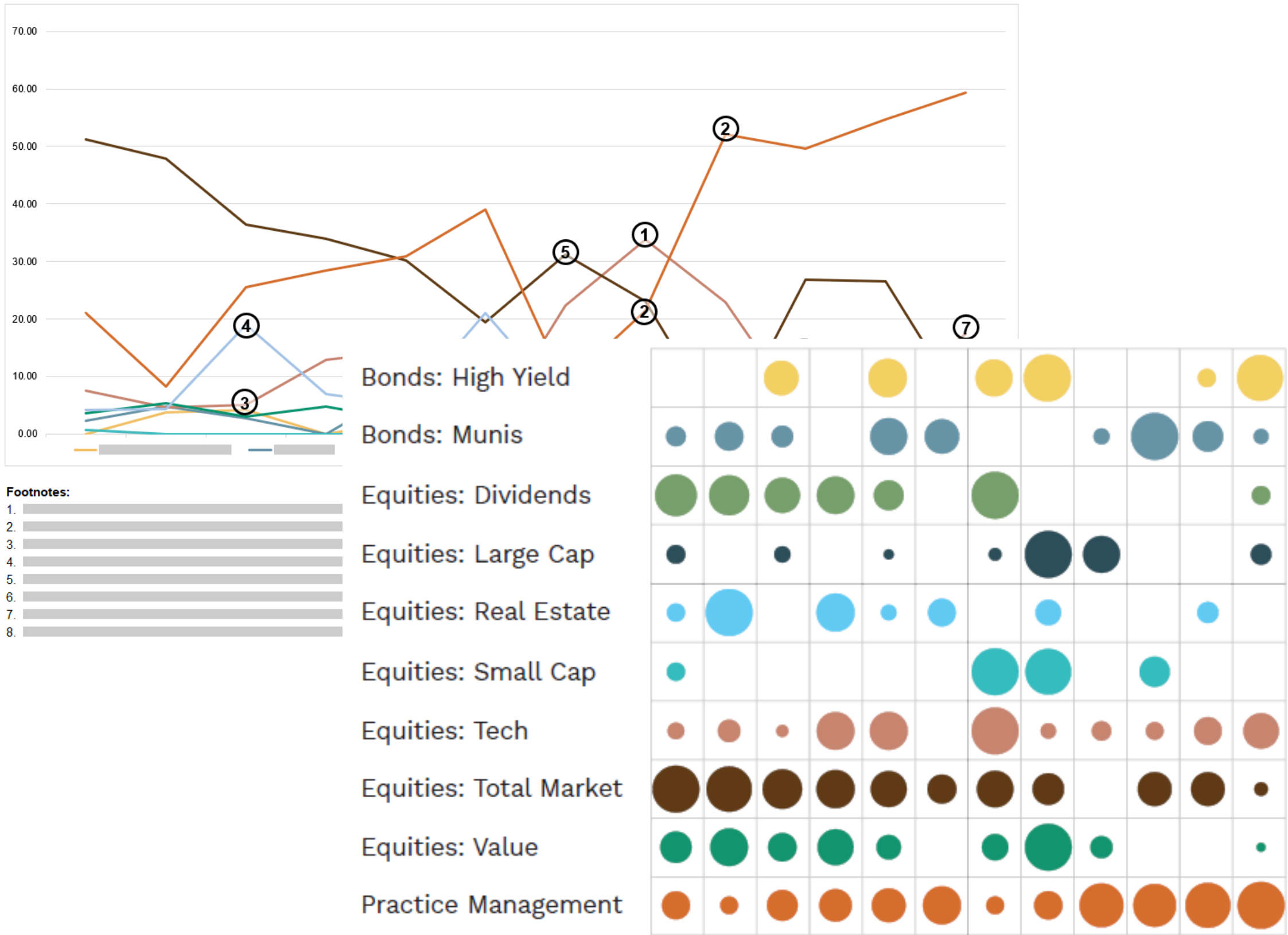
# IntentTrends



# Topic Popularity & Market Share

Graphically see the ebb and flow of a single topic's popularity relative to itself across a specified time period and the relative share of the most popular topics over a specific time period with highlighted discuss points of key trends.

Accompanying the graph will be a report of several keywords and/or themes that emerged as most relevant for advisors across that same time period.

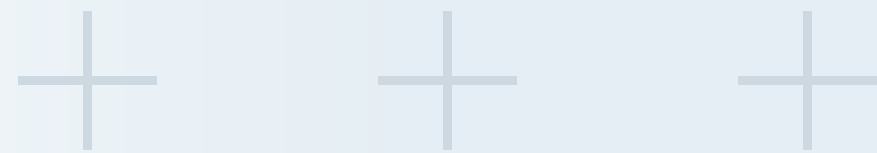




# What is Intent Data?



# Predictive behavioral data on known advisors.



- Original First Party Data
- Captured, Organic Editorial Interests (not a marketing response)
- Patented / Device Agnostic / Cookie-Free Technology
- Timely, Predictive Interests + Intent
- Transparent Data Sources
- Highly Efficient, Proven-Effective
- **Many Actionable Use Cases Across the Enterprise**



# Select AdvisorTarget Publishing Partners

**BENZINGA** Pro



 MarketScreener

Magnifi+



asset tv



OTC Markets

# How does it work?



CAPTURE ORGANIC  
READING CHOICES  
OF KNOWN ADVISORS



CONTINUOUSLY  
PROFILE ADVISOR  
BEHAVIOR & INTERESTS



SURFACE  
TIMELY, ACTIONABLE  
INTENT



STREAM TO CLIENT FOR  
SALES & MARKETING  
EFFECTIVENESS



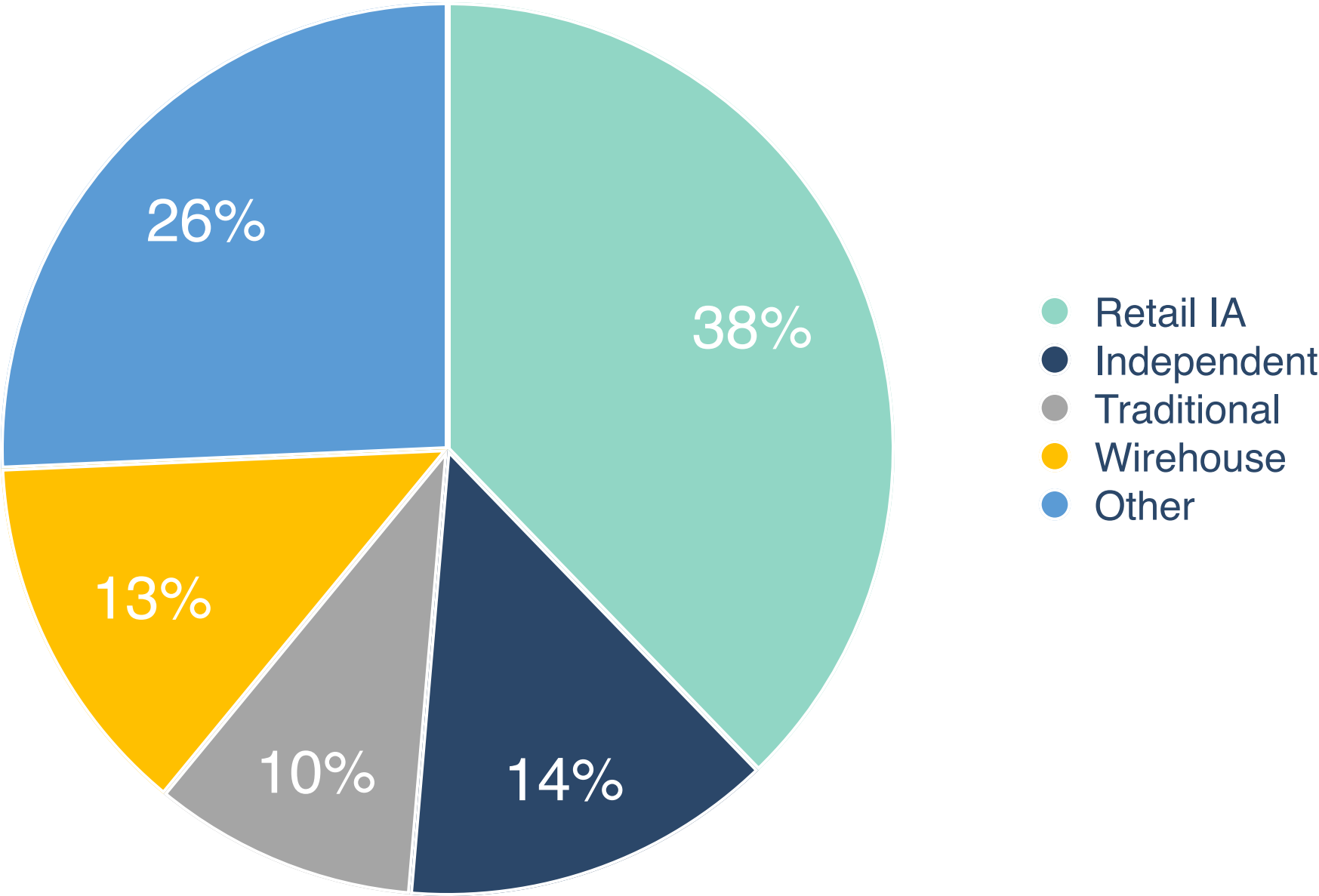
# AdvisorTarget Data Coverage

- Monthly unique advisor viewership: ~90,000
- Quarterly unique advisor viewership: ~180,000
- Visits per quarter per advisor: 3.7
- Targeting tags (keywords) consumed per advisor per quarter: 30
- First newsletter sent: 2013
- Daily newsletter sent to entire user base with links to articles published that day

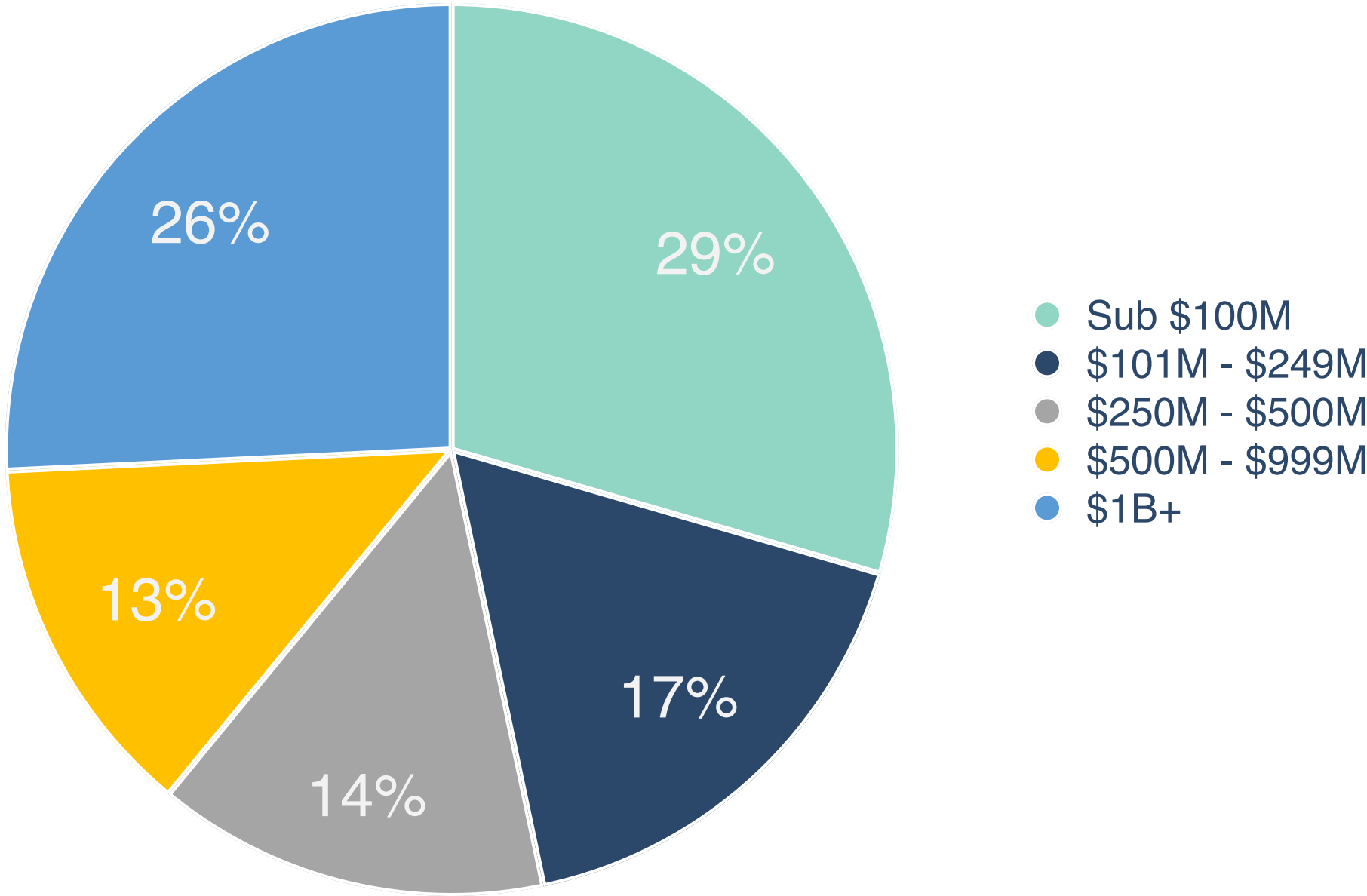


# Data Coverage Rep Profile

Breakdown by Channel



Breakdown by RIA Firm AUM





# Top 10 Firms by Audience Size

Firm Name
Edward Jones
Wells Fargo
Morgan Stanley
Merrill Lynch
UBS Financial Services
Ameriprise Financial Services
Cetera Advisors
MML Investor Services
LPL Financial
PFS Investments

Reach reps at over 1,800 unique broker-dealer firms including traditionally hard to reach advisors.



# Success Stories, Data Packages & Executive Team



# Success Stories

## Trillion \$ Asset Manager

### Increased Call Productivity Rate

- Direct phone outreach to non-clients
- Calls tracked in CRM as "highly productive"
- 1-2% historical productivity rate
- 15-30% productivity rate using AdvisorTarget data, depending on sales team
- 15X Increase with AdvisorTarget data

### Increase Meetings Booked

- One year study
- Comparison of sales teams that used AdvisorTarget data to those that did not
- 2X number of meetings booked by teams using AdvisorTarget data

## Industry Leading Annuity Distributor

### Increased ROI

- One year study
- Deal activity, sales volume, and conversions tracked to calculate campaign ROI
- 50:1 most successful deals-booked to campaign cost ratio
- 150:1 deals-booked to campaign cost ratio using AdvisorTarget data
- 3X increase in campaign ROI with AdvisorTarget data



# AdvisorTarget Data Packages

Feature and/or Use Case	IP Match	Ticker Intent	Intent Signals	Intent Profiles	Intent Trends	Sponsor Content
Use Case: Distribution	X	X	X	X	X	X
Use Case: Marketing	X	X	X	X	X	X
Use Case: Data science and scoring	X			X	X	X
Insight on trending topics across the entire market		X			X	
Curated leads delivered to you for timely, priority outreach	X	X	X			X
Insight on with whom to call / communicate	X	X	X	X		X
Overall marketplace view with market share		X			X	
Individual Financial Advisor CRD-level data	X	X	X	X		X
Historical (past year) and ongoing analyses quarterly		X		X	X	
Superior targeting specific to your offerings	X	X	X	X	X	X
Highest quality leads driven by predictive data science		X	X			





# Executive Team



**Duncan MacDonald-Korth** is the founder and CEO of AdvisorTarget. He leads AdvisorTarget's data efforts and focuses specifically on how to solve client problems with behavioral data solutions. He blends his unique mix of finance experience and behavioral science training to create distribution alpha for asset managers. Prior to AdvisorTarget, Duncan worked at Morgan Stanley and Merrill Lynch in equity research and sales-trading. Duncan has a BA in Anthropology from the University of Oregon, an MPhil in Social Anthropology from the University of Oxford, and a PhD (DPhil) in Anthropology (2022) from the University of Oxford.



**Kristin Gibson** is the COO at AdvisorTarget, responsible for client relationship management and operational development. She is a financial services industry veteran with extensive leadership experience in distribution, account/program management and sales enablement. Throughout her three decade career, she has worked at several top asset management and fintech firms including Principal, Russell Investments, Charles Schwab and Envestnet. Kristin has also served on various non-profit industry and local boards of directors. She holds a BA in Marketing from the University of Iowa and an MBA in Finance from Drake University.



**Michael Winnick** is President of AdvisorTarget, focused on client facing activities and the strategic direction of the company. Michael has extensive experience as a leader of distribution initiatives in FinTech, Investment and Wealth Management verticals. Michael built and managed distribution organizations for Charles Schwab (4 Years) and Russell Investments (11 Years) and co-founded FinTech firm Investment Advisory Network (10 Years). Prior to AdvisorTarget, Michael launched business development teams for The Tifin Group. Michael is Chair of the Juma Ventures National Board. Michael has a BA from Colgate University and a MBA from Yale University.

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# Thank You

