



SunStar Strategic 2020 Conference

Communicating with Advisors in a Virtual World

Presented by:



Blensley Point-du-Jour
VP, Marketing Services
Discovery Data

Discovery Data

Discovery Data is the market leader with superior data and analytics on firms and people in the financial services and insurance industries across North America. Top asset and wealth management, fintech, media, consulting, and insurance companies depend on the company's data for their outreach. They provide unrivaled breadth, depth, and accuracy of data that is more comprehensive and impactful than any other B2B data provider. Discovery Data's simple-to-use, powerful, cloud-based data platform is designed to seamlessly integrate into existing processes and technology ecosystems.

Precision targeting.

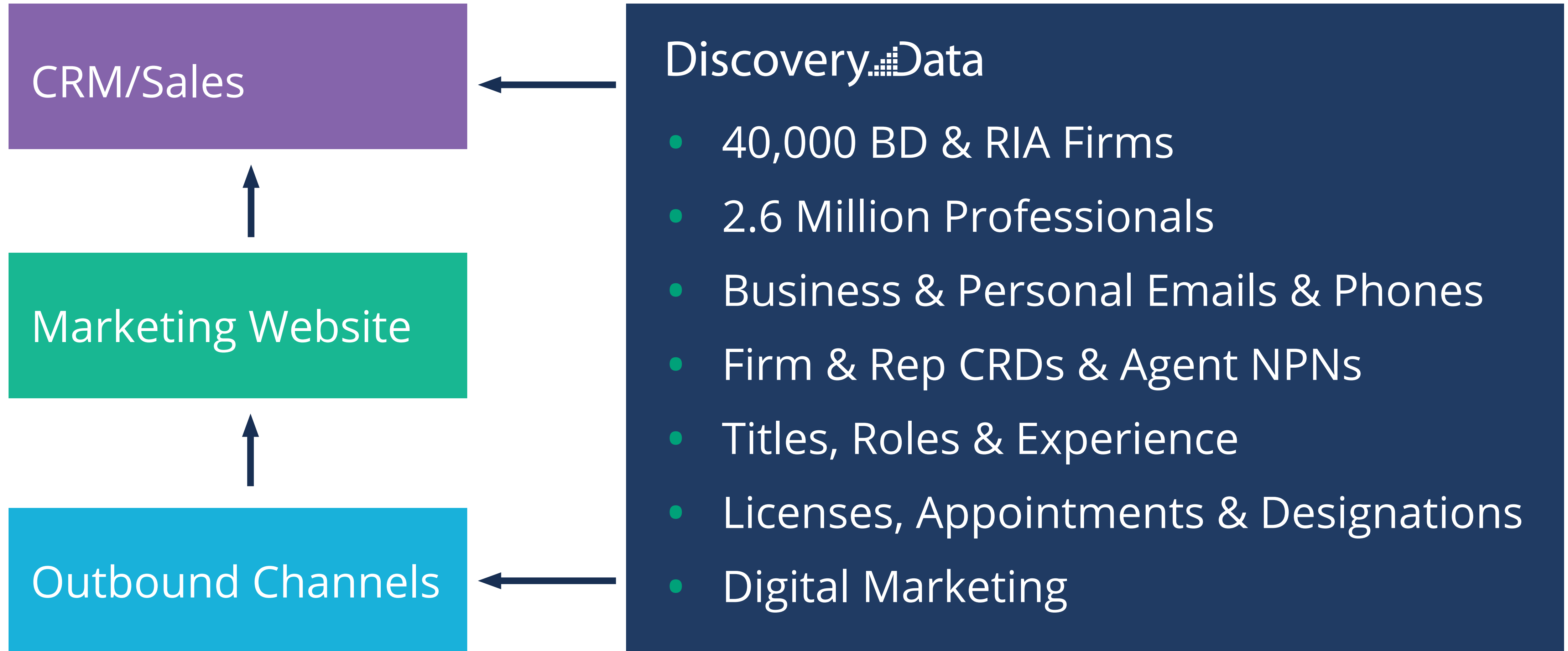
- Increased Conversions
- Decreased Opt-Outs
- Improved Deliverability
- More Qualified Sales Outreach

43%

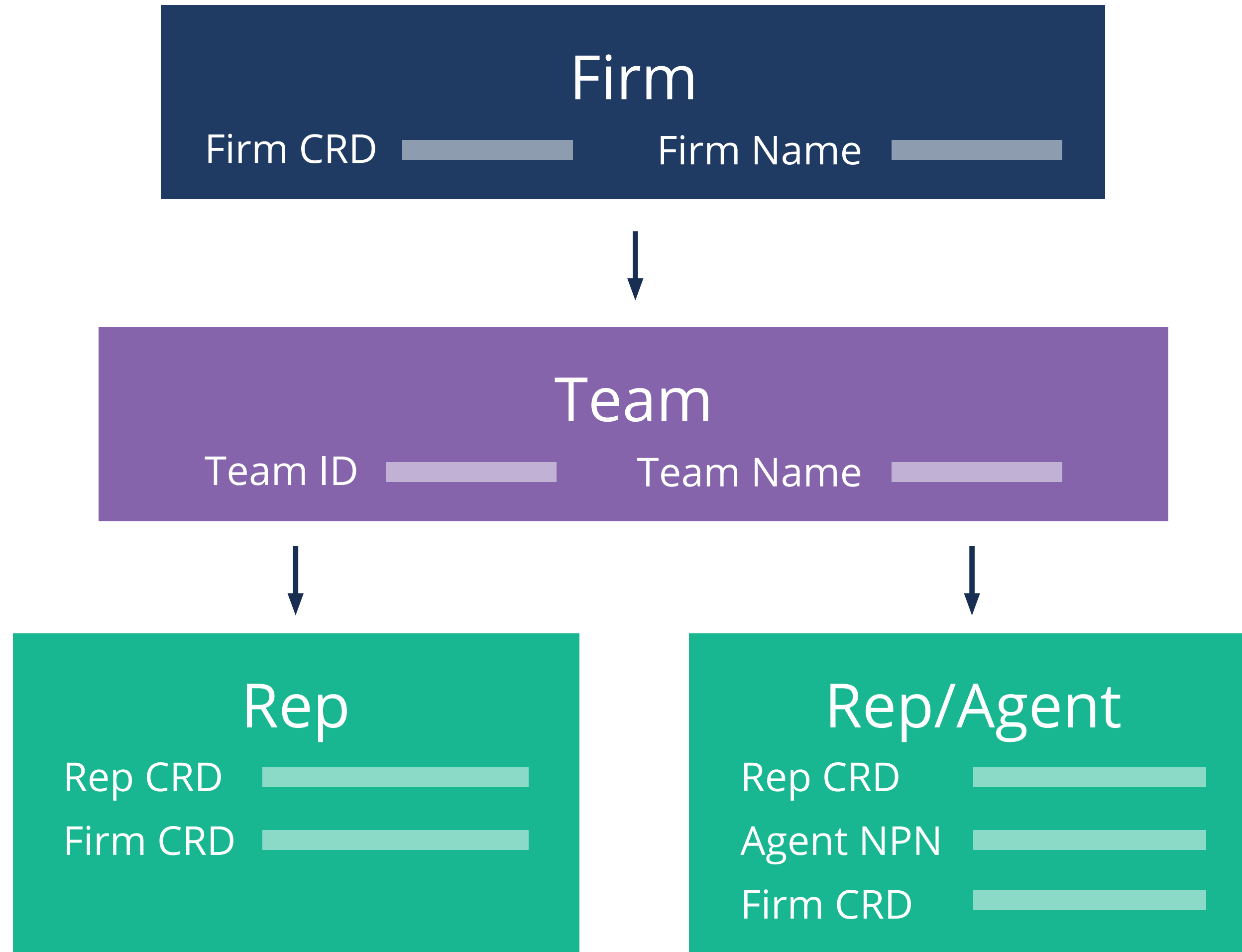
of marketing departments consider data infrastructure and data accessibility to be a major challenge for their organization.

Source: Salesforce's 2019 Financial Marketing Trends

Precision targeting.



Precision targeting.



Multi-channel programs.

- Effectively drive relevant leads to your site.
- Deliver thought leadership.
- Build brand awareness.
- Host virtual events.



Email



Ad Targeting



Telemarketing & Telerecruitment



Webcasts

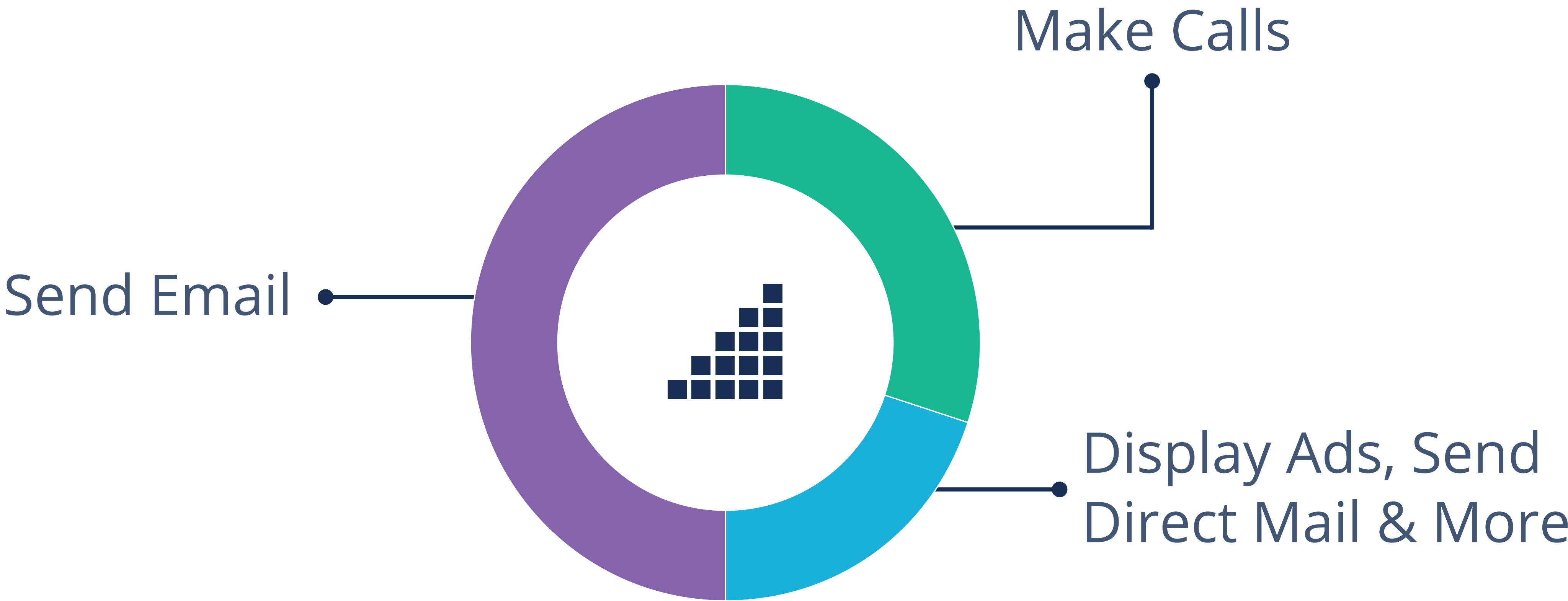


Podcasts



Webinars

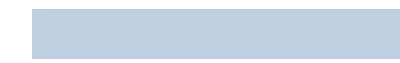
Multi-channel programs.



Email marketing.

- Clear Message
- Relevant to Your Audience
- Timely
- Empathic to the Time
- Minimal Content
- Call to Action

Download Now: Industry insights to help grow your business.



LOGO

Access white papers and case studies. [Learn More](#)

Thought Leadership Content

During these trying times we want to make sure you are equipped with insightful research to keep your business moving forward.

DOWNLOAD NOW

Email marketing.

- A/B Test
- Personalize
- Deliverability Monitoring
- White-Labeled Emails
- Robust Reporting
- Creative Support

Last year we sent over **170 million** emails on behalf of our clients.

100% Audience Reach

91% Delivered

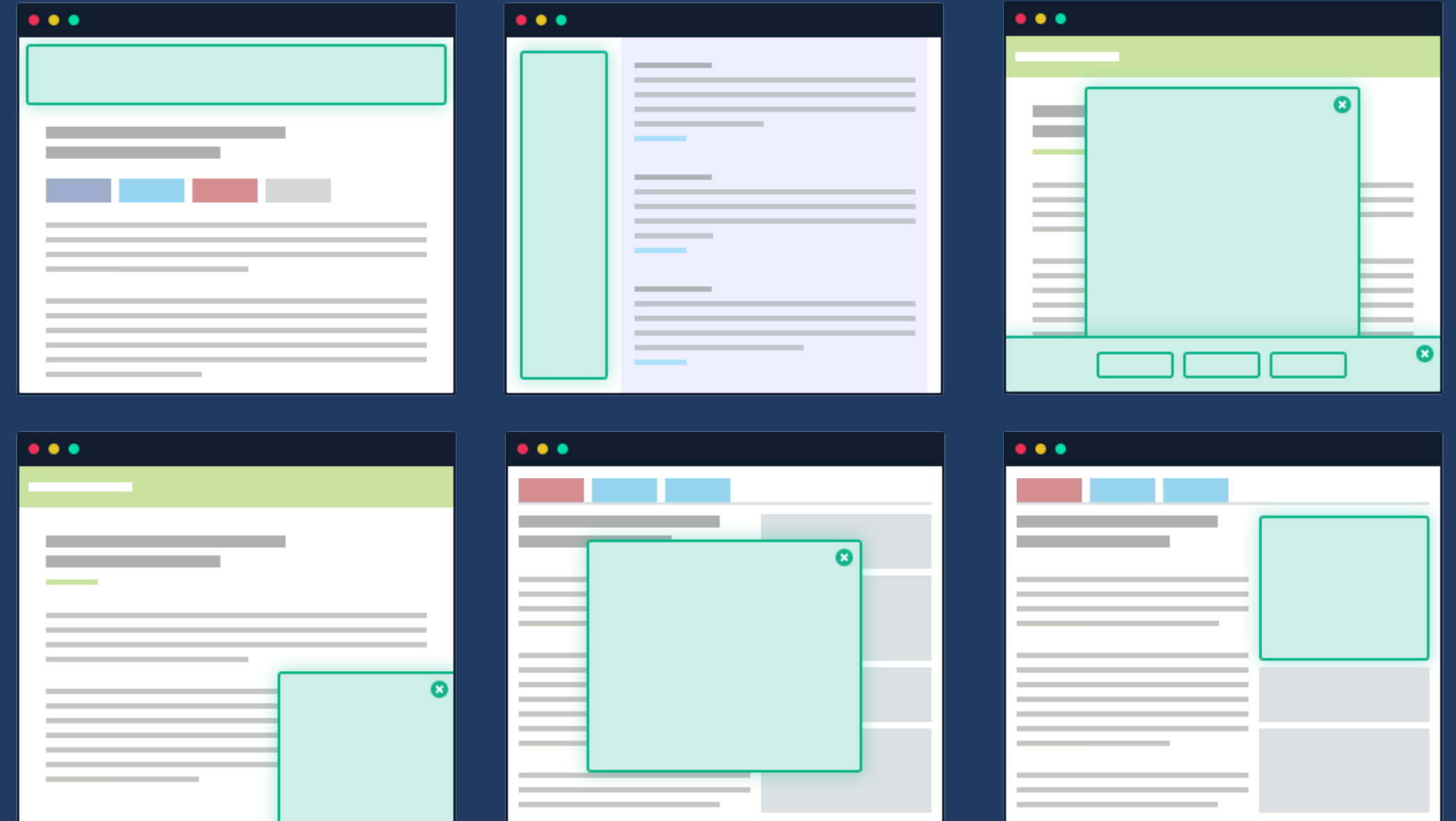
7% Opens

3% Clicks

Digital ads.

Target professionals on the web using strategic ad placement.

- Increase awareness.
- Showcase content.
- Promote product offerings.
- Drive traffic to your site.
- Generate click-throughs and form fills.



Telemarketing & telerecruitment.

There is no time like the present to reach people on the phone.

- 10.7% increase in webinar registrations.
- 147% increase in recruiting leads from 20% less dials.



With outbound calls you can take the next step in the process of qualifying leads.

Webcasts, podcasts and webinars.

Interact online with clients
and prospects.

- Highlight your expertise.
- Host virtual events.
- Generate brand awareness.
- Promote across additional channels.



Last year there were **14 million** more weekly podcast listeners compared to the year prior.

Source: HubSpot's 5 Marketing Channels to Focus On In 2020



Thursday is the best day of the week to present a webinar.

Source: Smart Insights' Webinar Response Statistics

Q & A

Thank you for joining!



Blensley Point-du-Jour
VP, Marketing Services
Discovery Data

bpointdujour@discoverydata.com
732-440-7156