



DIGITAL LEAD OPTIMIZER

Build Brand Awareness and Capture Leads with Innovative Technologies and Digital Marketing Experts

YOUR IDEAL PROSPECTS ARE ONLINE, BUT WILL THEY FIND YOU?

New client acquisition is one of the biggest challenges that financial professionals face. With the new normal of virtual practice management, relying on traditional marketing and advertising is no longer a viable growth strategy.

Consumers are turning to the Internet to seek out investment advice and can find more options than ever before. Staying ahead of digital marketing trends is challenging, especially when layering on the complication of compliance. How do professionals stand out from crowd through the continued expansion of Internet technologies and self-serve platforms?

DIGITAL LEAD OPTIMIZER DRIVES DEMAND TO YOU

Broadridge Advisor Solutions understands the challenge of today's world. That recognition led to the development of Digital Lead Optimizer, a next-gen marketing solution that simplifies the complex world of digital marketing. With this streamlined solution, financial professionals have access to an intuitive and targeted lead-generation process that is compliant, on-brand, scalable and effective.

CORE BENEFITS

- Attract prospects who match your financial expertise
- Position yourself as the go-to financial expert
- Drive qualified traffic to your website
- Build meaningful connections and increase word-of-mouth influence
- Benefit from ongoing optimization of digital campaigns
- Grow your lead pipeline

Get Started Today

Call +1 800 233 2834

Visit [Broadridgeadvisor.com/DigitalLeadOptimization.html](https://broadridgeadvisor.com/DigitalLeadOptimization.html)

or email advisorsolutions@broadridge.com

The Easiest Way to Increase Brand Awareness, Web Traffic and Leads

With Digital Lead Optimizer, you can expect an impactful digital campaign that generates leads that you can add directly to your prospect list for immediate nurturing.

Average Results | 30-Day Duration | \$800 Ad Spend

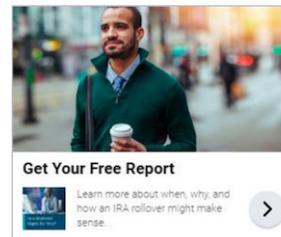
Ad Impressions Average	145,958
Ad Clicks Average	1,320
Leads Average	7
Leads Range	1 - 33
Cost Per Lead Average	\$144
Cost Per Lead Range	\$41 - \$325



Available Campaigns

Select from a library of Broadridge campaigns that align with your practice and client engagement strategy, or ask about our custom campaign capabilities.

- Business Succession
- Issues Unique to Women
- College Planning
- Retirement Planning
- Retirement Income
- Estate Planning
- Environmentally Responsible Investing
- Alternative Investments
- IRA Rollovers
- 401(k)s
- Market Volatility
- Is Your Retirement at Risk?



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