

YOUR BEST INVESTMENT

Shifting marketing from institutions to individuals

Targeting, personalization, and **customer journey** management are considered the highest priorities for financial services marketers.

In fact, more than **55%** are planning to increase investment in 2018. And – while digital is on the rise, new media channels don't replace the old ones. Print advertising still remains critical.

Marketers need to manage omni-channel campaigns to ensure they're achieving brand consistency and compliance across all channels.

 **64%**

of affluents expect their future wealth-management relationship to be digital

DIGITAL

DIGITAL SPEND

\$10B

in 2017

\$15B

projected in 2021

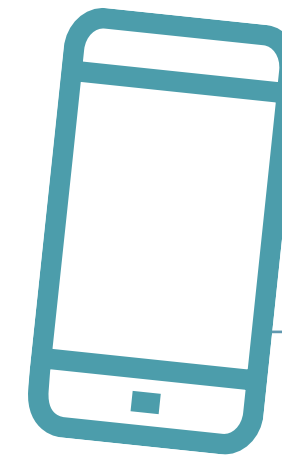
FINANCIAL SERVICES: Over **12%** of total digital ad spending

Expected to increase spend on display ads

Digital video makes up a **32%** significant portion of that—25.4%

3/4 of 2018 digital ad spend is allotted to mobile, representing \$7B, up

27.5% YOY



Time to get social:

57% of investors are interested in interacting with their advisors on social media.

1 IN EVERY 3 MINUTES ONLINE IS SPENT ON SOCIAL NETWORKS OR MESSAGING APPS.

PRINT

4 out of 5

Americans (82%) trust print ads



\$\$\$ Households with the biggest financial assets prefer magazines over other media.

MAGAZINE READERS NEARLY 2X AS LIKELY TO USE FINANCIAL PLANNER AND WEALTH CONSULTANTS