



Veriday





The Future of Finance



Research Shows...

Abandonment / Bounce
Rates

79.3%

Source: [SaleCycle Blog](#)

Consumers Who
Prefer Human Beings

83%

Source: [Accenture](#)

Employees
on Website

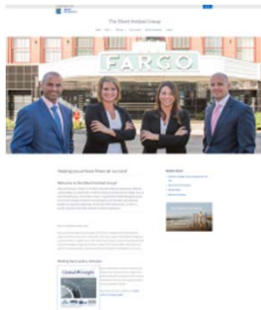
1-3%

Source: Veriday Research

Our Transformation Results

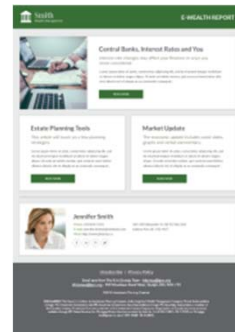
Increased Web Engagement

100%



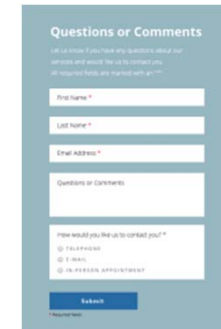
Increased Email Engagement

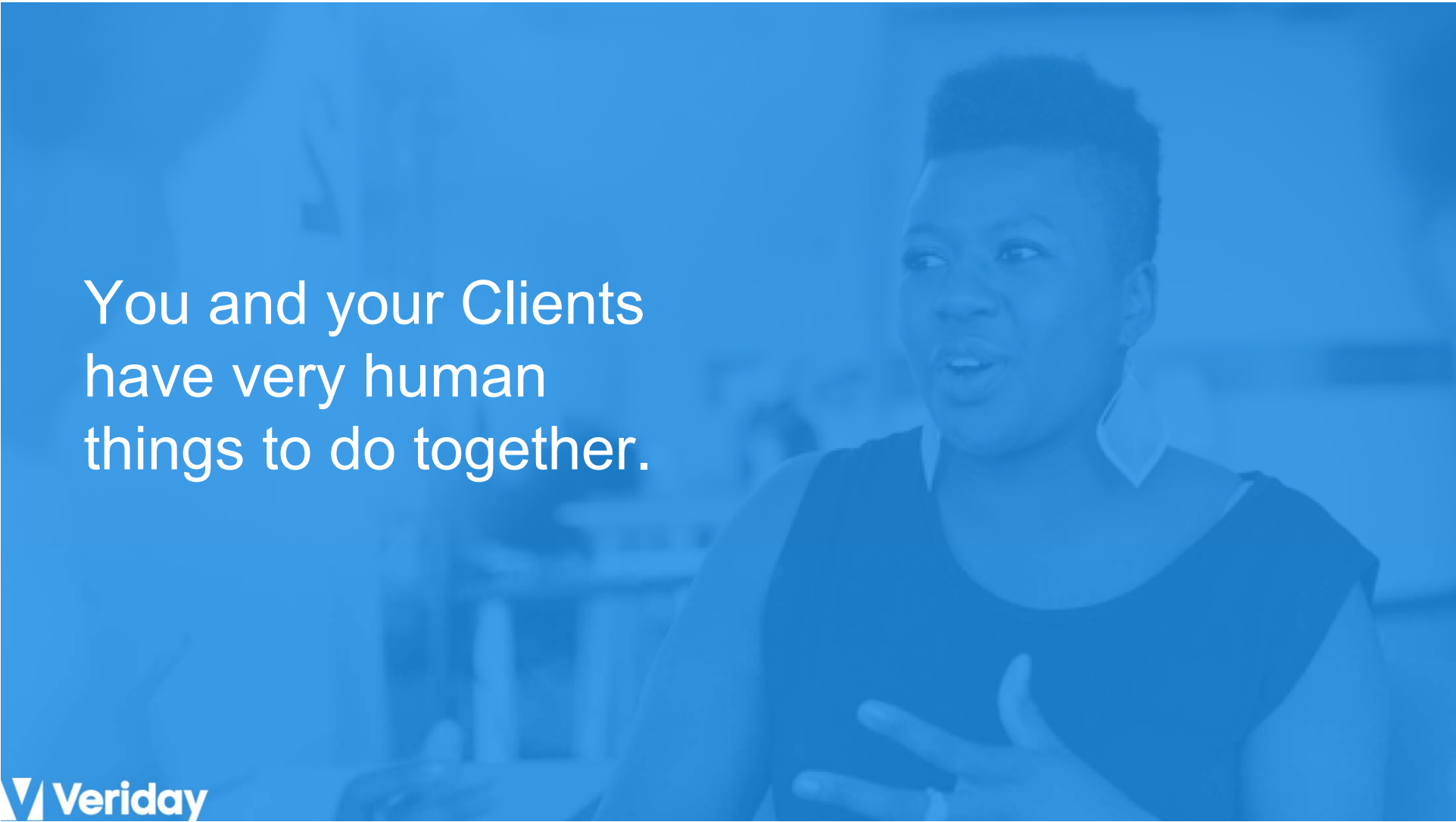
150%



More Leads

70%





You and your Clients
have very human
things to do together.

Enterprise



Tools



Assets



Distribution



Enterprise Brand



Advisors



Distribution



What is Digital Agent

Digital Asset Management

- Articles & Blogs
- Profiles
- Lead Forms
- Polls
- Events
- Social updates
- Images
- Workflow & review
- Audit and archive retrieval



Distribution

- Websites
- Email
- Mobile
- Landing pages
- Marketing library



Experience

- Content Collections
- Omni channel
- Content personalization & targeting
- Digital sales interaction automation



Intelligence

- Web and email analytics
- Aggregated insights
- Client centric views

What makes us unique?

- One platform for salesforce driven digital marketing
- Digital Agent is a Transformation Program
- Fastest time to market
- An integrated platform that scales and adapts to multiple business units and org structures.



“The usability... it’s just incredibly user friendly.”



“Help people make a more human connection in digital.”

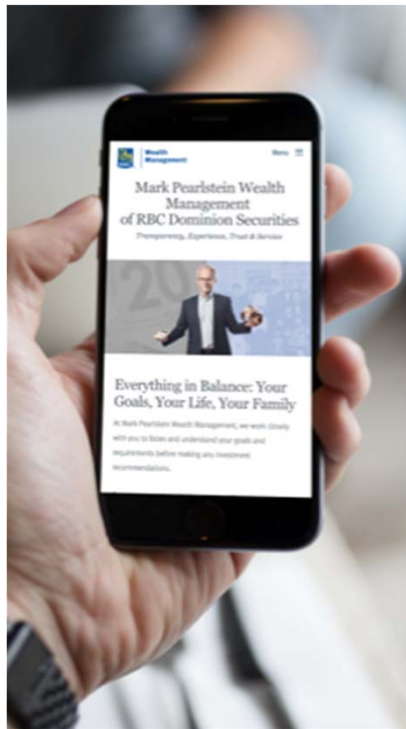


“There is fluidity in the platform, they embrace new things. They know what is important to the advisor user.”



“The amount of time it took for compliance approval was an issue in the past. Digital Agent is super easy to use and approve quickly...”

Case Study



Summary

5 months
1800 sites
40000 pages
4 web themes

What

Usability study
2nd level support
Locator API Integration
Theme & widget framework

Challenges

Data integrity & accuracy
Language handling
Change Management

Audience results

100,000 monthly sessions
1000 hits per hour

Top conversion source:
Organic

2.29% lead conversion rate
85% more organic traffic for
active users

70% of form submissions
are lead based

Usage results

4700 content submissions
per month
2.8 submissions per practice
per month

4% (63) blog adoption and
growing in 3 months

Excellence

Positive usability feedback
from the field
Digital marketing education
for field support

The Future

Integrated Email
PDF Transformation
Wish list and roadmap
planning
Asset Management



Digital, meet *human*



Distributed Marketing to improve and Scale Customer Engagement