

Pinpoint prospects, assess your competitive advantage, then start relevant, more engaging conversations.

Asset managers know which sales and marketing strategies are proven to work. But they need the right technology to put those strategies in motion. That's why Broadridge delivers two powerful innovations, Opportunity Hunter and ContentHub. These platforms combine predictive analytics with multi-channel content distribution, empowering sales to find, engage and convert more prospects.

LOCATE YOUR BEST OPPORTUNITIES

Harness our proprietary data based on actual shareholder positions and predictive analytics to identify, rank and prioritize advisors most likely to sell your products. Segment prospects by investment type, Morningstar category, geography and more.

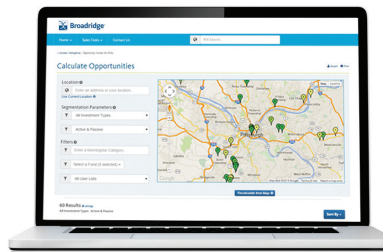
ASSESS YOUR COMPETITIVE ADVANTAGE

Gain actionable intelligence on every prospect using direct-source data aggregation technologies. Find out where your products have an edge compared to the prospect's existing portfolio.

DRIVE MORE RELEVANT CONVERSATIONS

Make it easy for anyone to access, personalize and share the most relevant, up-to-date content—digitally or in print. Our flexible platform seamlessly integrates with your CRM, enabling sales to engage and track prospects through a familiar user interface.

FIND THE RIGHT PROSPECTS



Broadridge Opportunity Hunter

- Identify leads.
- Assess product positioning.
- Prioritize prospects.

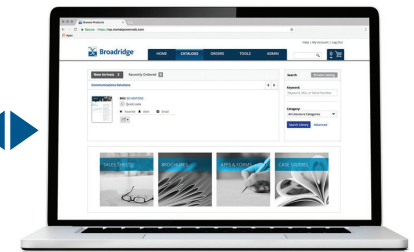
IMPORT LEADS INTO YOUR CRM



CRM System

- Pull in leads.
- Create opportunities.
- Develop campaign lists.

ENGAGE PROSPECTS WITH RELEVANT CONTENT



Broadridge ContentHub

- Distribute content across multiple channels.
- Personalize messages.
- Report activities back to CRM.

Ready to act?

Discover more ways Broadridge can help you take sales and marketing to the next level. Call +1 866 359 0456.

Ready for Next