Panacea Adviser

ADVISER COMMUNICATION ANALYSIS - INVESTMENTS

1st January 2024 – 31st December 2024

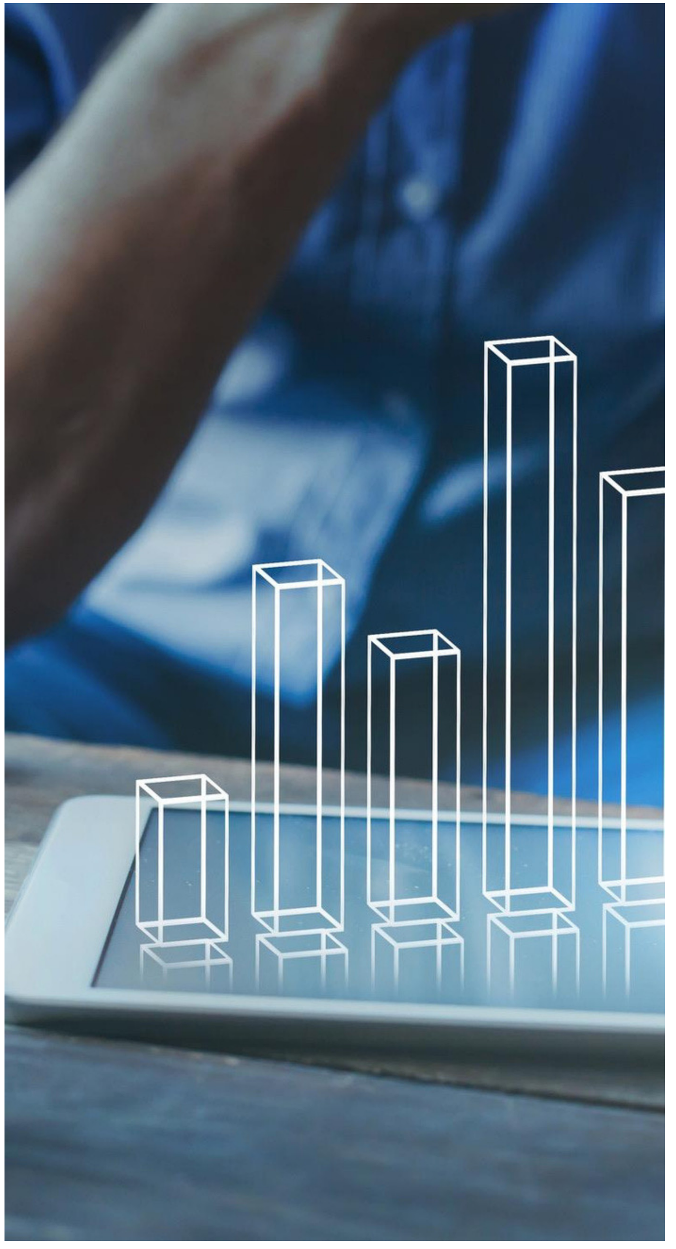
INTRODUCTION

Our community engagement continues to go from strength to strength, ensuring our partners witness a consistent surge in readership for their thoughtfully crafted content.

Through collaboration with 35+ financial service providers and reaching over 16,000 Financial Professionals, Panacea gains a unique perspective for comparing partner content, subject matters, and content styles.

The high level of engagement provides valuable insights into the current utilisation of email marketing within the UK adviser market and the factors to which they are most receptive.

Our annual Adviser Communications Analysis is a comprehensive 12-month study that delves into the specific content that captivates Financial Professionals, allowing us to assess shared elements contributing to success and identify opportunities for gaining a competitive advantage.



PARTNER-SPECIFIC EMAILS

Partner-specific lead generation emails stand out as our most valuable means of communication to partners. This is especially true since we provide the essential contact data that empowers firms to build relationships with the individuals who engage with these emails.

Maintaining a clear understanding of what proves effective and what doesn't is crucial.

While we lack control over the content of lead generation emails, and subsequently cannot influence click rates, our responsibility is to optimise open rates and ensure the recipients are relevant.

Factors such as Panacea's reputation, the subject title, and the image all play a role in prompting individuals to open an email. But it is the content and layout that drive clicks.

Achieving success requires fine-tuning all these elements to maximise both open and click rates.

Between January 1, 2024, and December 31, 2024, we dispatched 88 lead-generation emails to 970,000 recipients. This extensive outreach provides us with a reliable gauge of the types of partner emails that prove effective versus those that fall short.

2024 Investment Lead Generation Email Averages

DELIVERED	OPENS	OPEN RATE	EMAIL CLICKS	CLICK RATE	UNIQUE LEADS
10,568	1,995	18.9%	502	25.2%	170

TIMING IS EVERYTHING

We are frequently asked about the optimal timing for sending partner-specific lead generation emails. Upon a thorough analysis of the statistics, the following insights shed light on strategic planning considerations:

- Wednesday and Thursday emerge as the most opportune days for dispatching partner emails, demonstrating a favourable balance between volume and engagement.
- Tuesday stands out as a well-rounded day, suitable for a broader audience or diverse content.
- Monday and Friday each possess distinct strengths, although may be better suited to very targeted campaigns or specialised content.
- The months of May & June proved to be the most fruitful in terms of open rates and click-through rates (CTR) in 2024, with several emails achieving above-average engagement levels during these periods.
- Early December 2023 also exhibited promising results, suggesting sustained interest towards the year's end, just before the Christmas period.
- Furthermore, emails dispatched in the first half of the month tend to have a higher likelihood of success.

BENTO BULLETIN STATS

2024 BENTO AVERAGES	ISSUES SENT	DELIVERED	OPENS	OPEN RATE	EMAIL CLICKS	CLICK RATE	UNIQUE CLICKS
JAN	9	135,962	18,975	14.0%	3,719	19.6%	1511
FEB	10	135,863	18,214	13.4%	4,546	25.0%	918
MAR	12	142,808	33,105	23.2%	6,911	20.9%	1518
APR	12	164,870	55,127	33.4%	20,391	37.0%	5379
MAY	11	165,533	51,323	31.0%	23,261	45.3%	5882
JUN	11	163,026	34,608	21.2%	22,558	65.2%	4924
JUL	14	225,411	43,278	19.2%	13,769	31.8%	3088
AUG	11	172,974	34,505	19.9%	13,793	40.0%	4210
SEP	12	195,164	42,394	21.7%	13,570	32.0%	5428
OCT	12	183,515	33,688	18.4%	7,913	23.5%	2187
NOV	11	173,096	30,739	17.8%	13,146	42.8%	2390
DEC	11	184,798	41,522	22.5%	26,437	63.7%	7406
TOTAL	**136**	**2,043,020**	**437,478**	**21.4%**	**170,014**	**38.9%**	

BENTO BULLETIN ANALYSIS

1. General Observations

- Total Emails Sent: 136 emails were sent across the year, with a total volume of 2,043,020 emails.
- Average Open Rate: 21.4%, with noticeable fluctuations across the months.
- Average Click-Through Rate (CTR): 38.9%, indicating strong engagement when users opened the emails.

2. Monthly Performance Highlights

a) Open Rate (Engagement with Emails)

- The highest open rate occurred in April (33.4%), followed closely by May (31.0%). Both months significantly outperformed the yearly average (21.4%).
- The lowest open rates were during January (14%) and February (13.4%), indicating weaker email engagement during that month, possibly as advisers tackled tax year-end.
- Months with higher open rates (e.g., April and May) correspond with notable increases in total opens and seasonal or campaign-specific boosts.

b) Click-Through Rate (CTR)

- The CTR was remarkably high in June (65.2%) and December (63.7%), suggesting strong relevance or compelling CTAs in the emails sent during these months.
- January had the lowest CTR (19.6%), highlighting again the pressure on Advises to complete outstanding year-end tasks.

c) Unique Clicks

- The highest unique clicks occurred in December (7,406), likely benefiting from holiday-related campaigns and a wind down in work activities.

BENTO BULLETIN ANALYSIS

3. Key Monthly Trends

January–March:
- Email activity was relatively steady, with modest open rates (13.4%–23.2%).
- There's a sharp improvement in March with an open rate of 23.2% and total clicks more than doubling compared to February, suggesting a positive shift in strategy or audience engagement as we start to move into the new tax year.

April–June:
- April and May were the strongest months for open rates (33.4% and 31.0%), while June achieved an exceptional CTR (65.2%).

July–September:
- This period saw an increase in the volume of emails sent but a dip in open rates (average: 20%), more than likely due to the summer holiday holiday season. Despite this, consistent CTRs (around 30%) indicate strong interest among those who opened the emails which are seen consistently year-on-year.

October–December:
December saw the highest engagement levels, with open rates rebounding to 22.5% and CTR surging to 63.7%, demonstrating the impact of holiday campaigns and work winding down.

4. Year-End Summary

- Seasonality Trends: Engagement peaked in April–May and December, likely reflecting strategic campaigns during key periods. Engagement dipped in January, February, and October, suggesting potential optimisation opportunities during these months.

- Campaign Effectiveness: High CTRs across the year suggest strong content relevance and effective CTAs.

- Performance Drivers: Months like April, June, and December performed exceptionally well, driven by tailored campaigns and higher audience interest.

INVESTMENT CONTENT TRENDS

In 2024 Panacea Adviser's community demonstrated dynamic engagement with a range of investment themes, providing valuable insights into adviser preferences and market impact. We analysed key trends across 12 investment themes, measuring engagement through article clicks and assessing Panacea's influence on sector flows relative to the broader market.

Panacea Adviser's data highlights its strong position within the investment community, capturing 72% of the On-Platform total market flows across all IA sectors. Themes such as Multi-Asset, Bond & Money Markets, and US Equity emerged as dominant areas of interest, showcasing their resonance with advisers and alignment with broader market movements.

The top four themes based on the average number of clicks per article were ESG, AIM, US Equities and Multi Asset, accounting for 56.1% of the total articles produced.

These themes captured a substantial share of audience engagement, comprising 67.5% of the total clicks and averaged 100 clicks per article.

Bond & Money Markets also significantly contributed to the number of clicks received, due to this subject being the third highest behind ESG and Multi Asset, demonstrating an interest in this area.

The presence of podcasts and webinars among the top-performing articles indicates a diverse array of content formats that resonate well with the audience

Understanding patterns and addressing information gaps that emerge is crucial for refining content strategies. By recognising and delivering content aligned with audience preferences, and utilising various content formats, particularly podcasts and webinars, brands can enhance audience engagement and foster more meaningful leads in the process.

HEADLINES MATTER

What patterns emerge among the top-performing headlines identified by Bento? Analysis of top-performing headlines reveals several key trends that drive engagement:

- **Use terms that convey an outlook or future trends:** Headlines featuring words like "Outlook" consistently resonate with advisers who are eager to stay ahead of market developments. For example, "*Looking Ahead*" appeals to readers prioritising insights into future trajectories.
- **Pose questions and address specific issues:** Headlines that ask direct questions or tackle timely topics effectively capture attention by aligning with the audience's current concerns and challenges. For instance, "*What does a pragmatic approach to responsible investing look like?*" engages readers by inviting them to explore a relevant issue.
- **Include multimedia formats:** Mentions of podcasts, webinars, or other multimedia elements strongly resonate with the audience, reflecting their preference for dynamic and interactive content. For example, "*Register now: Rathbones Asset Management World of Opportunities webinar*" encourages participation through accessible and engaging formats.
- **Promise in-depth insights:** Headlines offering detailed analyses or unique perspectives consistently draw in readers seeking thought-provoking, actionable content.
- **Focus on educational opportunities:** Words such as "Understanding," "Insights," and "Listen" signal opportunities to learn and grow, serving as powerful hooks to capture audience interest.
- **Highlight 'Impact' and 'Opportunities':** These terms act as effective engagement triggers, appealing to readers who value content that explores the effects of industry developments and uncovers new possibilities.

These patterns underscore the importance of crafting headlines that are informative, engaging, and aligned with advisers' thirst for valuable, actionable insights.

CRAFT ENGAGING HEADLINES

- Be Clear and Concise: Clearly communicate the main message of your article in a concise manner.
- Avoid jargon or overly complex language that might confuse readers.
- Use curiosity to entice readers. Pose a question or provide a partial insight to make them want to learn more.
- Consider using powerful adjectives or descriptive words to spark interest.
- Incorporate specific numbers or data points in your headline to add credibility and make the content seem more tangible.
- Clearly state the benefits or value that readers will gain from reading your article. Example: "Unlock Financial Freedom: A Guide to Smart Investment Strategies."
- If your content is time-sensitive, make it clear in the headline.
- Avoid clichés and highlight a unique angle or perspective.
- Make sure your headline distinguishes your article from others on the same topic.
- Appeal to the emotions of your audience. Whether it's excitement, curiosity, or a desire for improvement, connecting on an emotional level can be powerful.

BEST PERFORMING PARTNER CONTENT

DATE	PARTNER	LEAD GEN TITLE
13/06/2024	T. Rowe Price	The Angle from T. Rowe Price
14/05/2024	Pictet	Thematic Equities
19/12/2024	Artemis	Looking ahead
18/09/2024	M&G Investments	China: the investment story of the next decade?
21/05/2024	AXA IM	Your invitation - Postcards from Japan
20/06/2024	BNY Investments	Equity investors navigate pivotal change

DATE	PARTNER	LEAD GEN TITLE
20/12/2024	Baillie Gifford	Three questions to ask your growth manager
15/05/2024	T. Rowe Price	Building the Blue Economy through the Blue Bond Market
20/05/2024	Rathbones	Rathbones Asset Management - The Sharpe End podcast: Going into Labour
05/06/2024	Pictet	Biodiversity bonds: the new frontier in fixed income markets
22/07/2024	Columbia Threadneedle	ESG Viewpoint: Nature Positive commitments: separating the green from greenwash
20/12/2024	AXA IM	Multi-Asset Investments Views: Guess Who's Back?

EMAILS THAT WORKED OVERALL

Reviewing the data, it's apparent that certain themes and subjects perform differently in terms of open rates, click-through rates (CTR), and other engagement metrics.

Those that perform well focus on the following:

- Content covering market outlooks and investment opportunities, have consistently performed well across different partners and resonate with the audience.
- Financial planning advice and information on technical resources perform well, especially in terms of click-to-lead percentage.
- Protection content around claims and case studies also performed well and received above-average engagement levels, particularly unique clicks.
- The insights suggest that content focusing on specific themes tend to attract higher engagement levels. Additionally, those that address practical concerns, such as tax preparation or providing valuable resources, show more promising click-through rates.
- Additionally, emails that included interactive elements were more eye-catching and as such attracted more attention and engagement.

EMAILS THAT FELL SHORT OVERALL

Whilst analysing successful strategies, it is imperative to also assess the less-effective communications to circumvent potential pitfalls.

- Content with a more generic tone generally exhibited lower engagement, notably in open rates and unique clicks. Audiences exhibit a greater propensity to engage with content tailored to their specific needs and interests.

- Subject lines that didn't clearly convey the content's value and relevance posed a challenge. A vague subject line fails to communicate why a recipient should open an email. Clearly articulating the value proposition or benefit of the content in the subject line is crucial for enticing recipient's engagement.

- While some webinar invitations performed well, others have lower engagement metrics. The more successful webinar invitations highlight the unique benefits of attending, such as insights, expert speakers, or exclusive content. Those that didn't clearly communicate why participation would be worthwhile tended to have lower levels of engagement.

- Emails saturated with industry jargon or overly intricate language tend to dissuade engagement. Increased performance is observed in those emails that are clear, concise, and easily digestible.

- Finally, emails lacking obvious direct benefits to Advisers or their clients didn't perform as well as those incorporating educational content or offering practical solutions.

ADVISER SUPPORT SURVEY

Cementing the analysis undertaken in this report, each year, Panacea conducts a comprehensive content survey within its community to:

- Gain insights into the preferences of our communication recipients.
- Identify the content that garners the highest engagement and the reasons behind it.

The **November 2024 Adviser Support Survey**, completed by 87 participants, provided key insights into the preferences and priorities of advisers. Below are the standout findings:

Most valuable support content:

- Industry news & updates - 84.21%
- Market trends & analysis - 68.42%
- Educational Content - 63.16%

Most appreciated content:

- Timely and relevant content - 79%
- Webinar & Event information - 37%
- Compliance & Regulation guidance - 37%

Communication preference:

- Written articles - 74%
- Webinars & live events - 63%
- Videos plus Interactive tools & calculators - 47% each

These findings reinforce the importance of delivering timely, relevant, and engaging content in the formats advisers value most. Panacea remains committed to aligning its content strategy with the evolving needs of its community, ensuring continued support and engagement.

SUMMARY

When developing email communications for Advisers, whether through Panacea or any alternative platform, carefully contemplate the following aspects. These considerations are essential for crafting captivating content that connects with Adviser audiences, ultimately leading to more substantial and meaningful engagement.

CONTENT
Educational content Client conversation starters Guides & white papers Market outlooks Product launches Technical content Regulatory guidance/advice Practical guidance

STYLE
Enticing subject lines Eye-catching imagery Punchy wording Bullet points Highlight benefits Interactive elements Use of Multi-media Highlight differences

AVOID
Vague subject line Technical jargon Too many words & paragraphs Generic content Being overly-salesy

In conclusion, a comprehensive analysis of email statistics is not merely a task of measurement but a strategic imperative. Hopefully, the insights garnered from this report can be used to create even more impactful and resonant email communications. By delving into the performance data and understanding audience behaviours we can not only assist you optimise your current campaigns but lay the foundation for future success.

Panacea Adviser

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