

# Welcome to Beacon

We provide digital marketing benchmarks and a community for investment marketers.



Compare your digital marketing performance with investment management firms like your own.

## THE COMMON STRUGGLE



Finding meaningful sources to measure marketing success...



You only have access to your **own performance** for a **year-over-year comparison against yourself**.



There are annual **reports** available that provide **subjective reviews** of digital performance



You can access **irrelevant “financial services” benchmarks** that don't give you the information you need



Your agencies will give you **access to media data**

## THE SOLUTION



With Beacon, your team can objectively measure what good looks like in the investment management industry.



Beacon provides data-based benchmarking that enables you to objectively measure **digital marketing performance**.



Compare your digital marketing performance against **peers** to gain a wealth of **knowledge** on how to better your own marketing efforts.

## WHAT YOU'LL GET

- Access to the Beacon dashboard
- Beacon Community Networking & Quarterly Connect Meetings Invites

- Actionable data insights
- Ability to export the data and use in your internal systems

Give a little data, get a lot  
of clarity on how to make  
the best marketing  
decisions



## BEACON PROVIDES BENCHMARKS ACROSS...



**Web**



**Content**



**Social**



**Email**

**Narrow down your data. Filter by...**



**Geography**

Global

Region

Country



**Audience type**

Retail

Institutional

Wholesale



**Category**

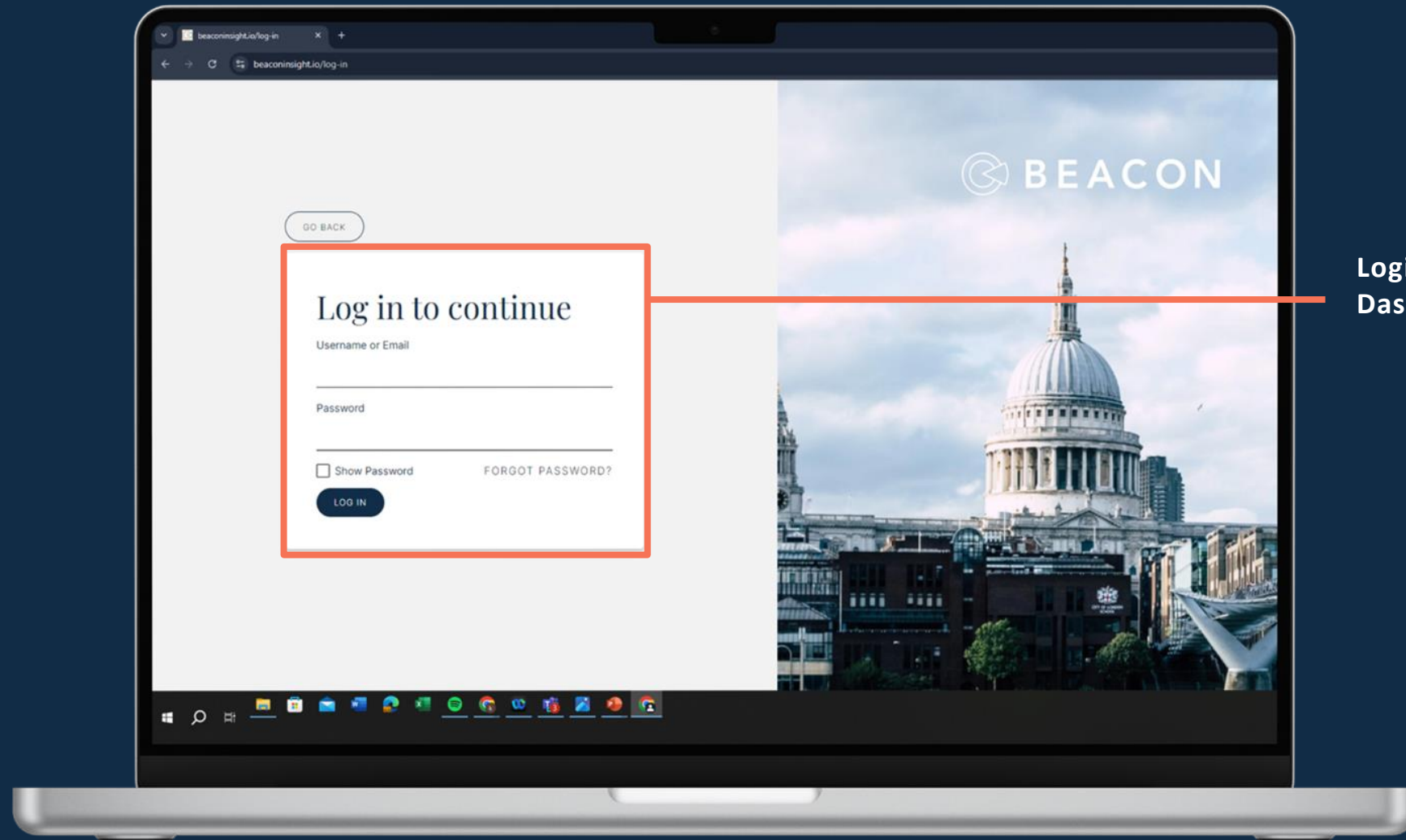
Product

Insight

Corporate

# ACCESS BEACON DATA THROUGH YOUR ONLINE DASHBOARD

Gather insights and connect with your Beacon community.

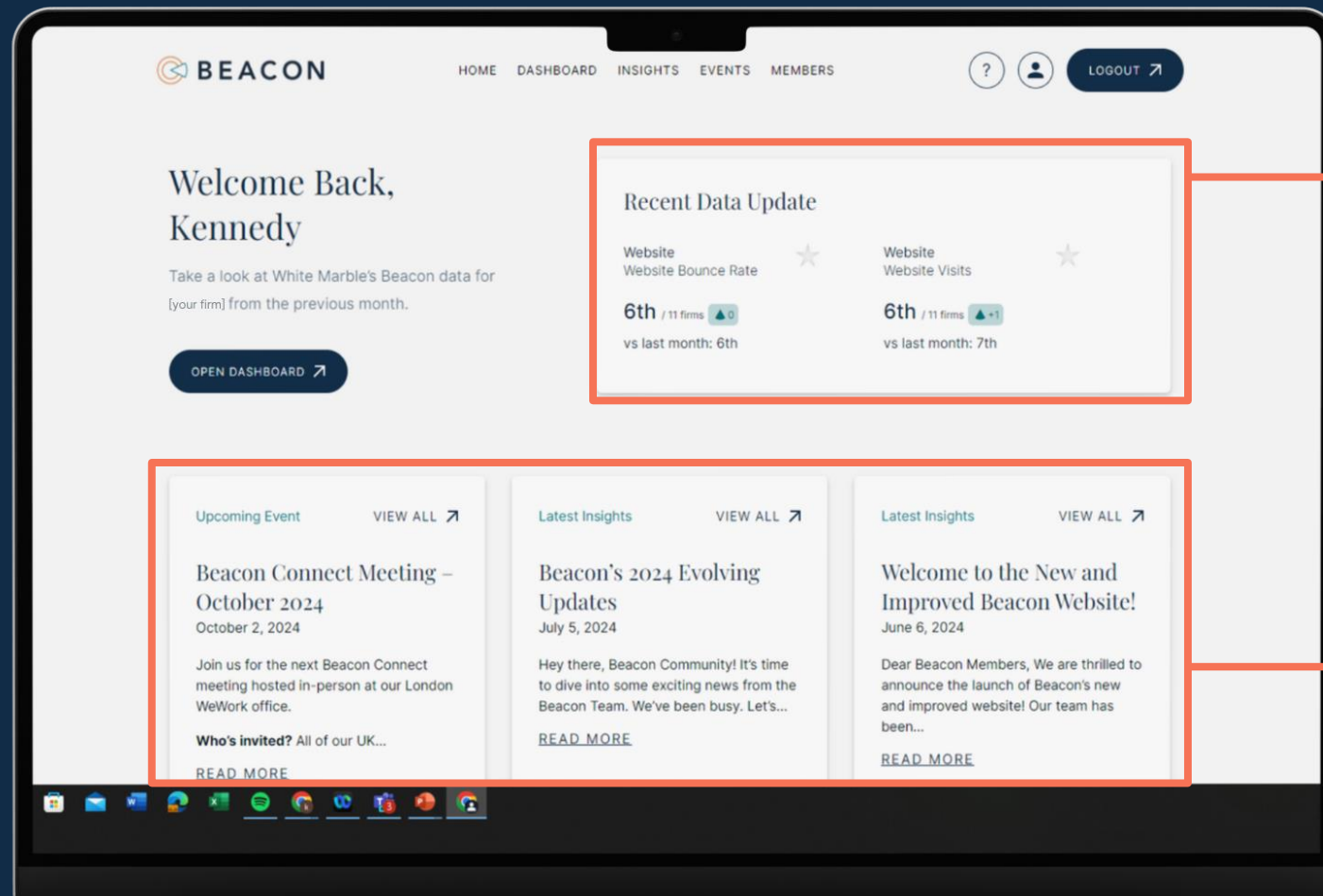


**Login to the Beacon  
Dashboard**

# BEACON DASHBOARD HOMEPAGE

www.beaconinsights.io/dashboard

Star ★ KPIs that are most relevant to you

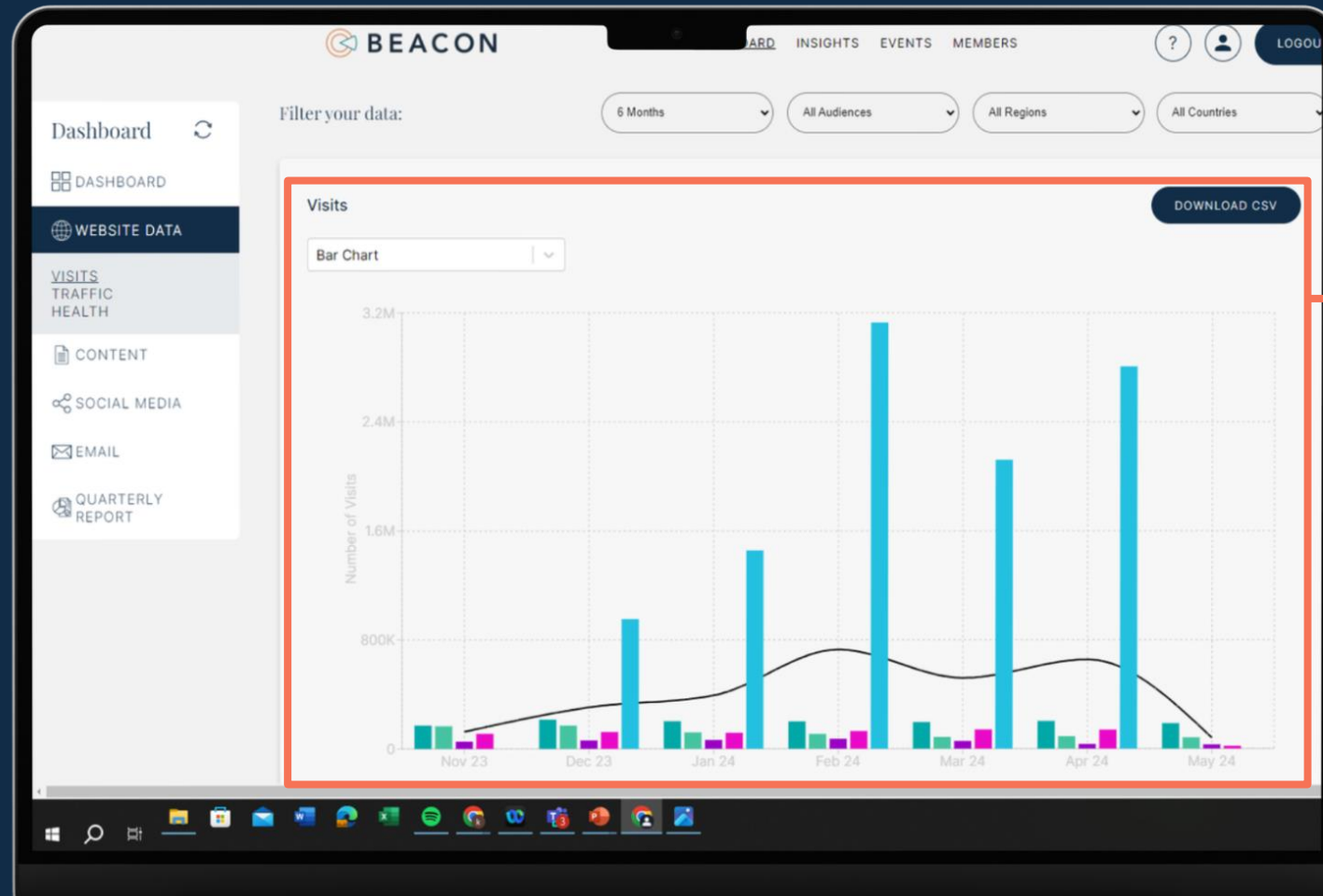


Access the most recent insights and find out details for the next Beacon Connect event.



# BEACON DATA DASHBOARD.

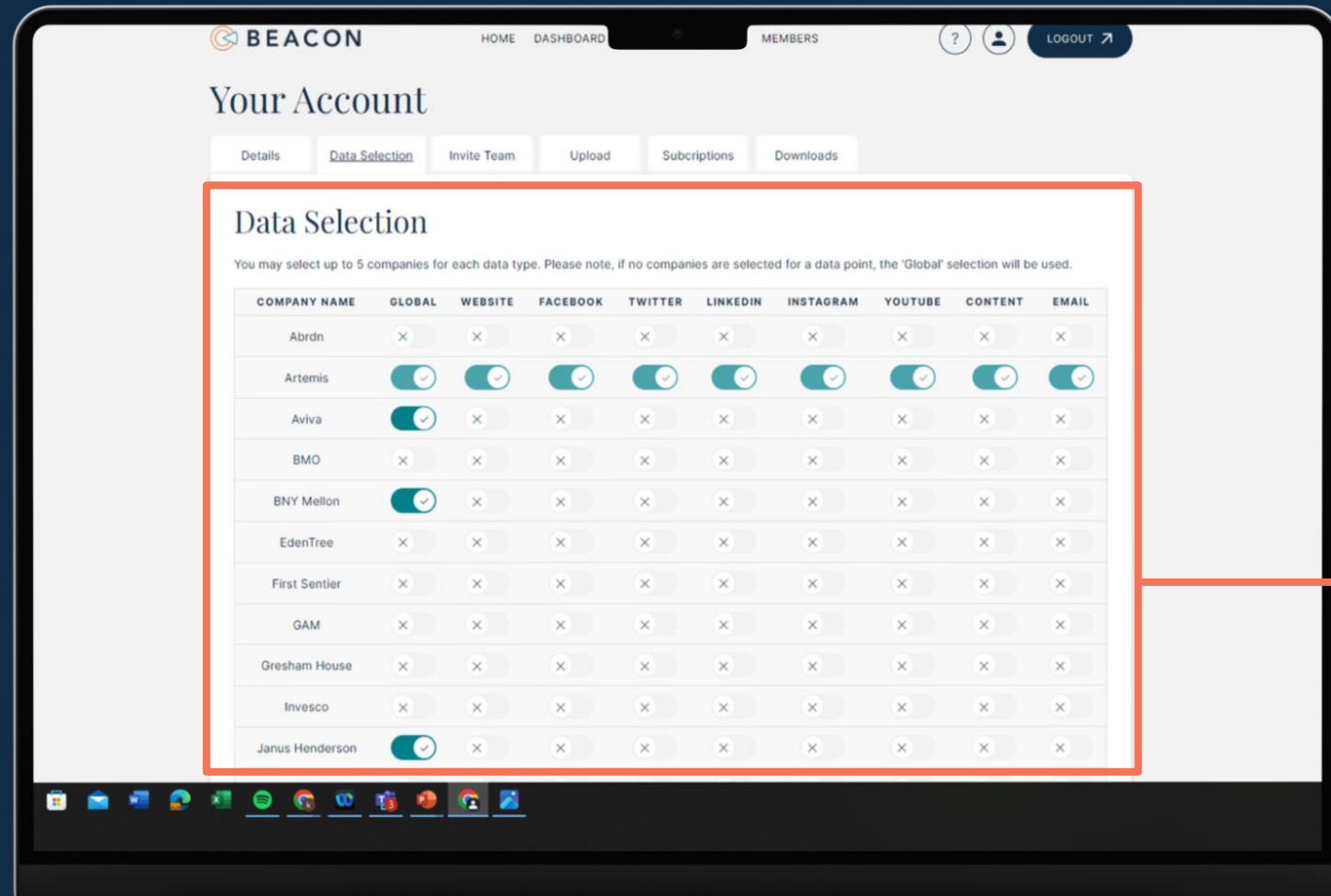
Updated monthly with the latest data



Filter by month, audience, region, country.  
Option to export the data to CSV.

# SELECT YOUR LIST OF COMPETITORS TO MEASURE AGAINST

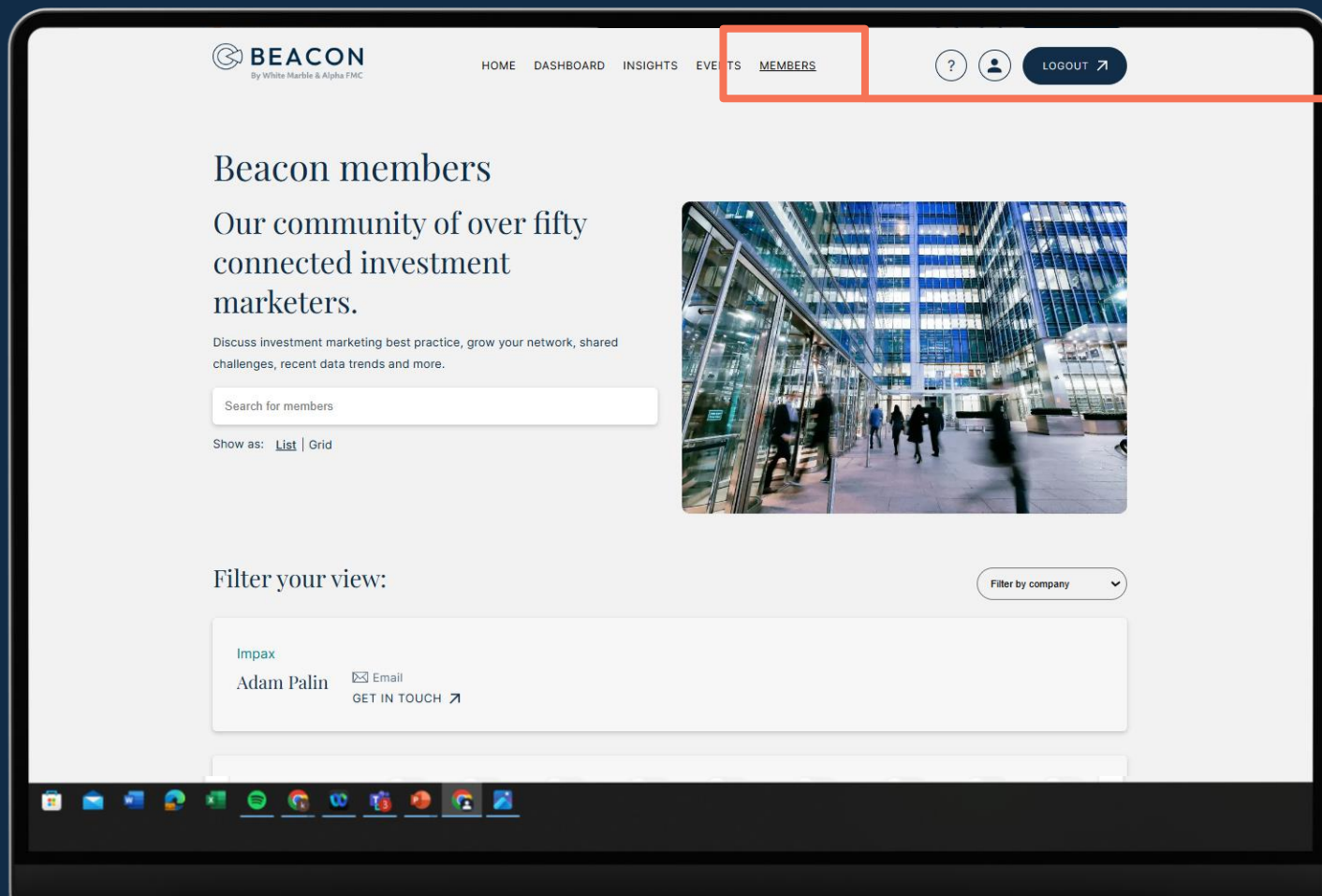
Create a personalized Beacon Benchmark and measure against select peers



Select data amongst those who are in the group.

# BEACON MEMBERS LIST

www.beaconinsight.io/members



To see who else is  
in the Beacon  
Community

Become *the* expert of  
your firm's digital  
marketing performance.

## SHARE & LEARN

It's not all about the data

Beacon Connect meetings take place quarterly and provide the opportunity for investment marketers to share and learn from one another.

We encourage members of the Beacon Community to **network, share common challenges, ask questions, and discuss best practices.**

Hosted either online or in-person, we will share recent data trends and bring along a guest speaker to discuss relevant topics in the industry.



# Who's all in the Beacon Community?

**ARTEMIS**

 **ROYAL  
LONDON**

 **AVIVA**

 **Russell  
Investments**

 **Invesco**

 **Gresham House**  
*Specialist asset management*

 **Ninety  
One**

 **LORD ABBETT**

 **NATIXIS**

 **LGIM**

 **edentree**  
investment management

 **JUPITER**  
ASSET MANAGEMENT

**M&G**  
Investments

**Janus Henderson**  
INVESTORS

**NEUBERGER BERMAN**

**Insight**  
INVESTMENT

**nuveen**

**IMPAX** Asset  
Management

**LOMBARD ODIER**  
INVESTMENT MANAGERS

**GAM**  
Investments

**T.Rowe Price**

**Baillie Gifford**

**SARASIN**  
& PARTNERS

**ROBEKO**  
The Investment Engineers

 **First Sentier**  
Investors

 **UBS**

 **abrdn**

Small

Medium

Large



## PRICING

### Beacon subscription pricing – UK/EU

<p>Small firms Under £20 billion AUM</p> <p><b>£3,250</b></p> <p>per year</p> <ul style="list-style-type: none"><li>• Global website set up</li><li>• Invited to quarterly Connect meetings</li><li>• Dashboard access to view benchmarks across web, social, email, search, and site quality</li></ul>	<p>Mid/Boutique Between £20 and £50 billion AUM</p> <p><b>£7,500</b></p> <p>per year</p> <ul style="list-style-type: none"><li>• Global website set up</li><li>• Invited to quarterly Connect meetings</li><li>• Dashboard access to view benchmarks across web, social, email, search, and site quality</li></ul>	<p>Large firms Over £50 billion AUM</p> <p><b>£15,000</b></p> <p>per year</p> <ul style="list-style-type: none"><li>• Global website set up</li><li>• Invited to quarterly Connect meetings</li><li>• Dashboard access to view benchmarks across web, social, email, search, and site quality</li></ul>
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*Is your US counterpart interesting in joining too? Let's talk. Global subscription packages available upon request.*

## PRICING

# Beacon subscription pricing – US

<p>Small firms Under \$20 billion AUM</p> <p><b>\$5,000</b></p> <p>per year</p> <ul style="list-style-type: none"><li>• Global website set up</li><li>• Invited to quarterly Connect meetings</li><li>• Dashboard access to view benchmarks across web, social, email, search, and site quality</li></ul>	<p>Mid/Boutique Between \$20 and \$50 billion AUM</p> <p><b>\$10,000</b></p> <p>per year</p> <ul style="list-style-type: none"><li>• Global website set up</li><li>• Invited to quarterly Connect meetings</li><li>• Dashboard access to view benchmarks across web, social, email, search, and site quality</li></ul>	<p>Large firms Over \$50 billion AUM</p> <p><b>\$20,000</b></p> <p>per year</p> <ul style="list-style-type: none"><li>• Global website set up</li><li>• Invited to quarterly Connect meetings</li><li>• Dashboard access to view benchmarks across web, social, email, search, and site quality</li></ul>
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*Is your UK/EU counterpart interesting in joining too? Let's talk. Global subscription packages available upon request.*

Beacon was created by  
marketers *for*  
marketers.

## Delivered to you by the Beacon Team

**Andrew Scott**  
Product Owner



Leading the build and development of Beacon processes

**Liam Pace**  
Data Engineer



Development of Beacon and delivering data insights

**Kennedy Lynn**  
Product Lead



Data analyst and client experience

**Morgan Hossack**  
Product Manager



Product manager and client experience

Ready to learn more?

Let's chat.

[kennedy@alphafmc.com](mailto:kennedy@alphafmc.com)