

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
- ✓ Annual Digital Leaders event invite*
- ✓ 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

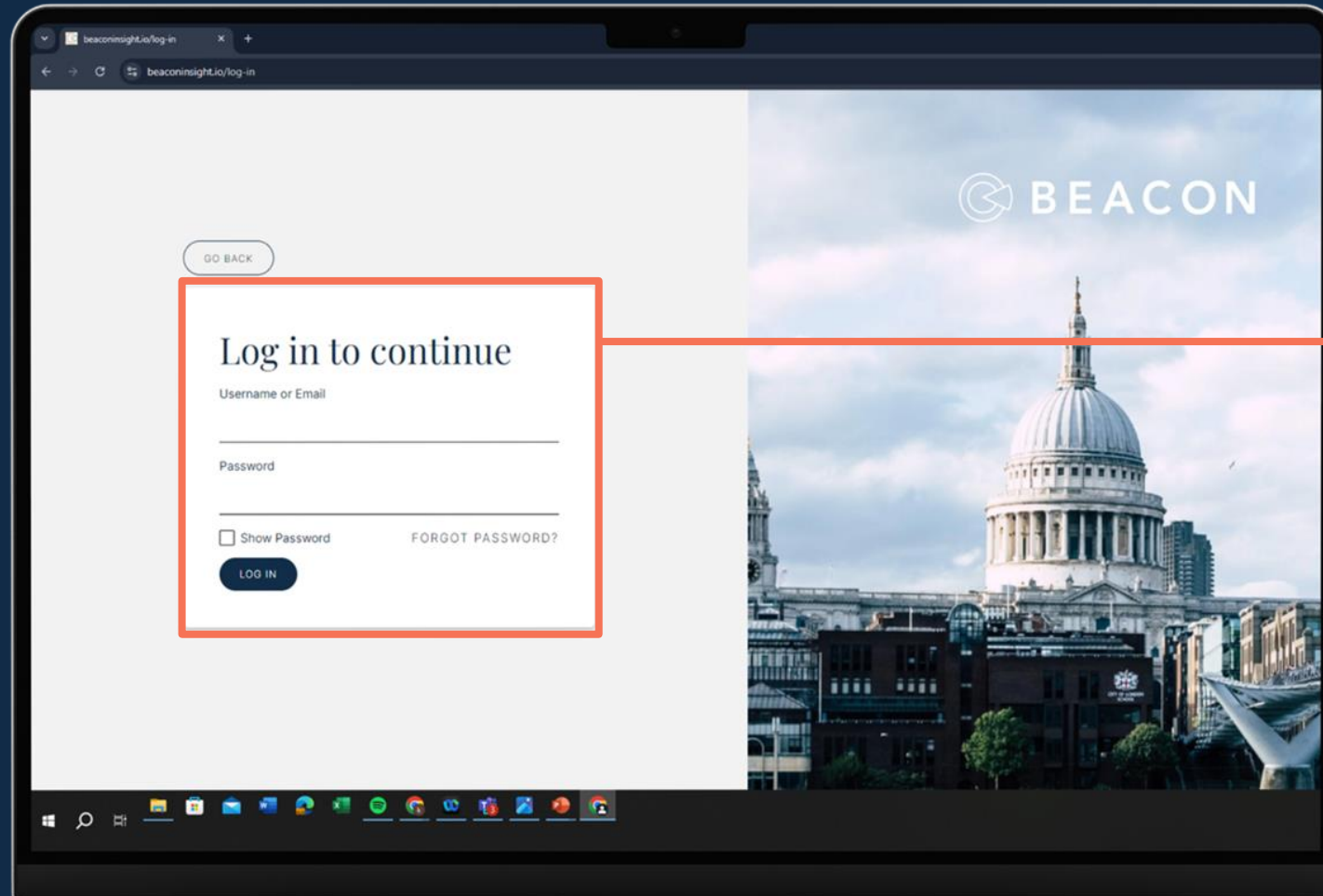
Product

Insight

Corporate

ACCESS BEACON DATA THROUGH YOUR ONLINE DASHBOARD

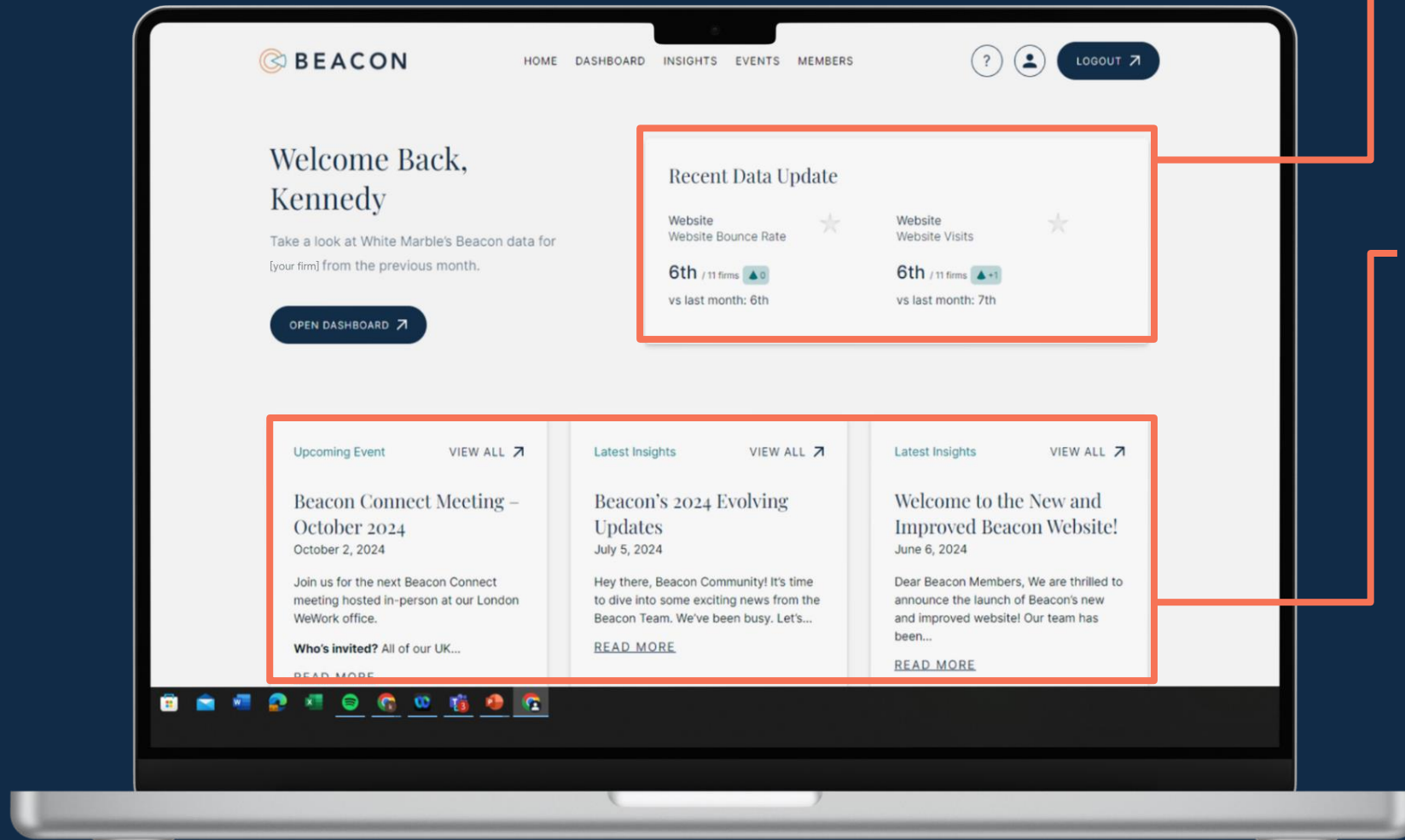
Gather insights and connect with your Beacon community.



**Login to the Beacon
Dashboard**

BEACON DASHBOARD HOMEPAGE

www.beaconinsights.io/dashboard

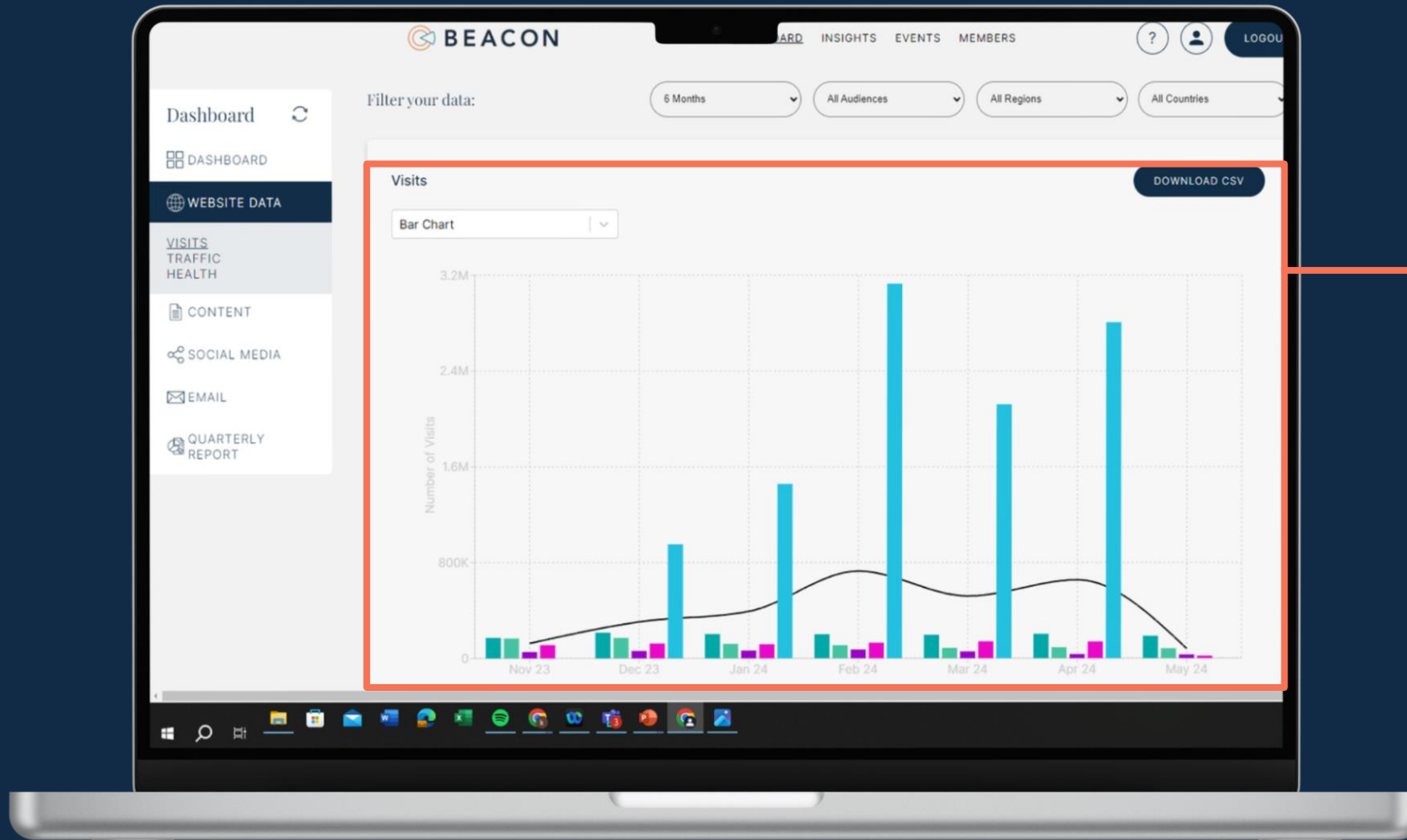


Star ★ KPIs that are most relevant to you

Access the most recent insights & updates on Beacon improvements

BEACON DATA DASHBOARD

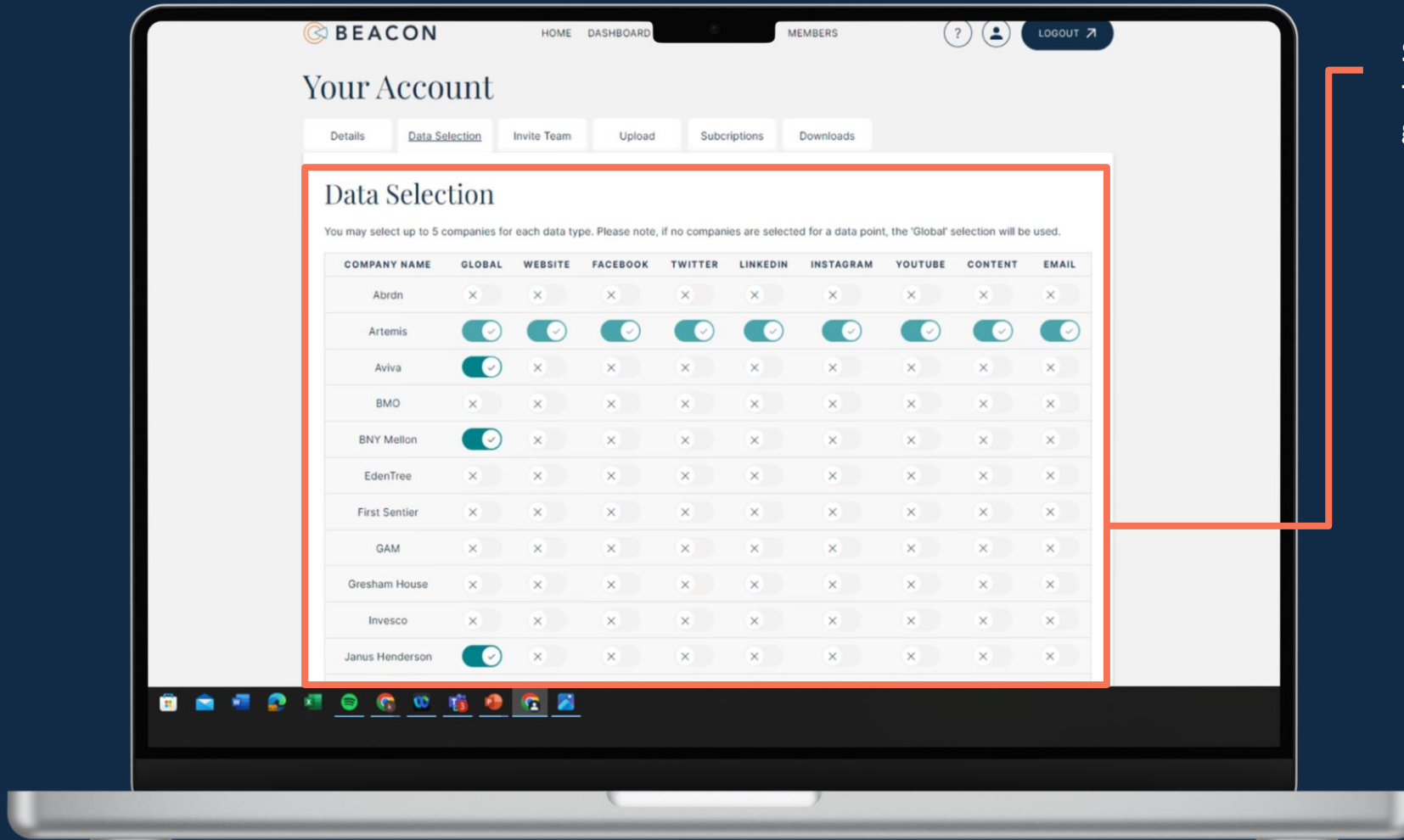
Updated monthly with the latest data



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

SELECT YOUR LIST OF COMPETITORS TO MEASURE AGAINST

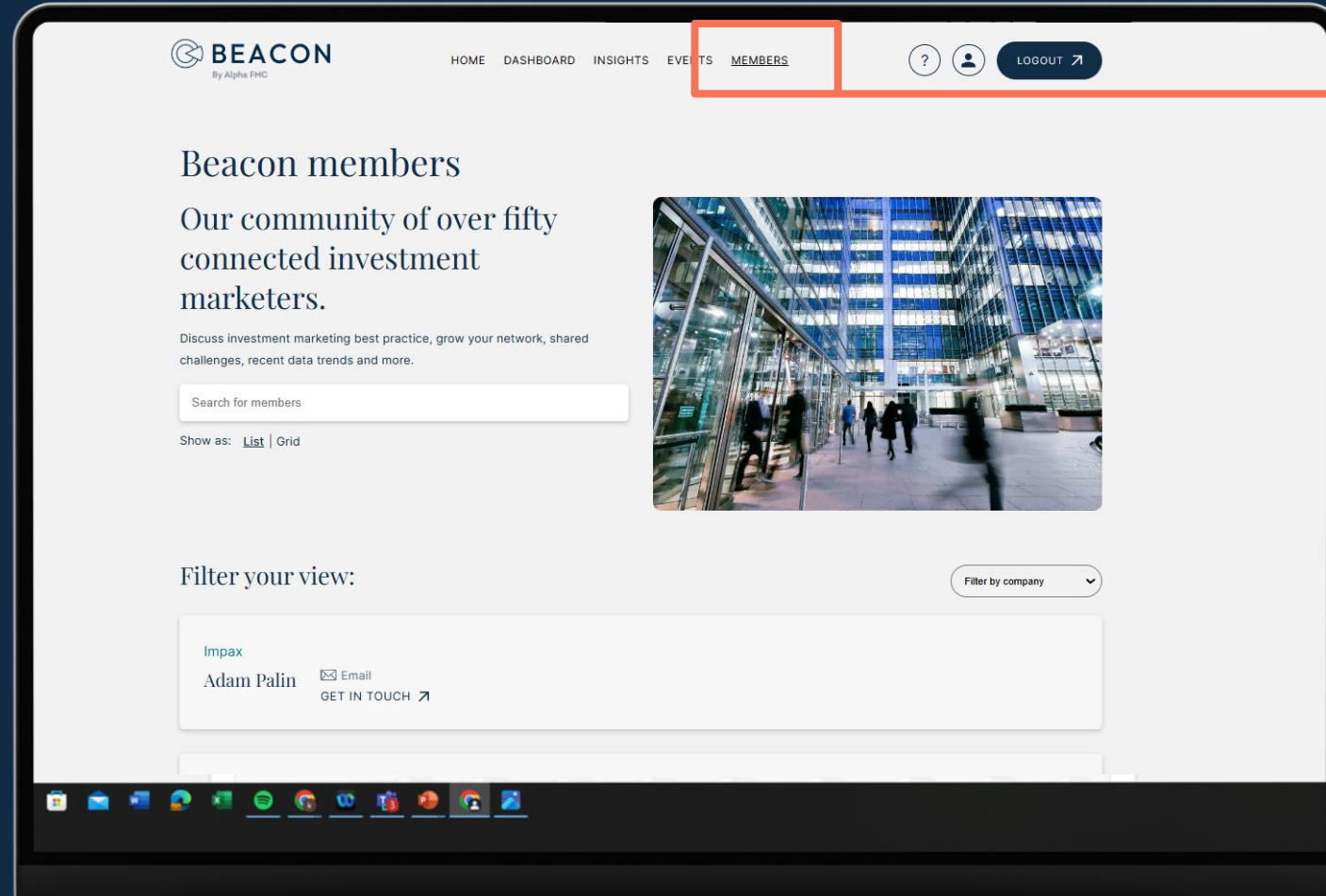
Create a personalised Beacon Benchmark and measure against select peers



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

Digital Leaders events take place on an annual basis and provide the opportunity for senior 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 in the Beacon Community?



Beacon subscription pricing – UK & US

All members

As part of this service, you will receive:

- On-boarding & procurement
- Implementation of website tag
- Dashboard access to view benchmarks across web, social, email, search, and site quality and data exports

Premium

In addition to the benefits of the first tier, you will receive:

- Functionality to create a personalised dashboard
- An invitation to the annual community event for Heads of Digital & Heads of Marketing
- Automated quarterly reports with personalised insights and actionable takeaways driven by AI
- Access to additional charts and data points

Prices

- Small firms: £0 / \$0
- Medium firms: £0 / \$0
- Large firms: £0 / \$0

Prices

- Small firms: £12,500 / \$12,500
- Medium firms: £15,000 / \$15,000
- Large firms: £17,500 / \$17,500

Is your 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 your **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

Morgan Hossack
Product Manager



Product manager and client experience

Duncan Forbes
Lead Developer



Development

The background is a solid teal color. On the left side, there are several overlapping circles of varying shades of teal, creating a layered, abstract effect. The circles are semi-transparent, allowing the colors to blend where they overlap.

Ready to learn more?

Let's chat.

andrew.scott@alphafmc.com

morgan.hossack@alphafmc.com