

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

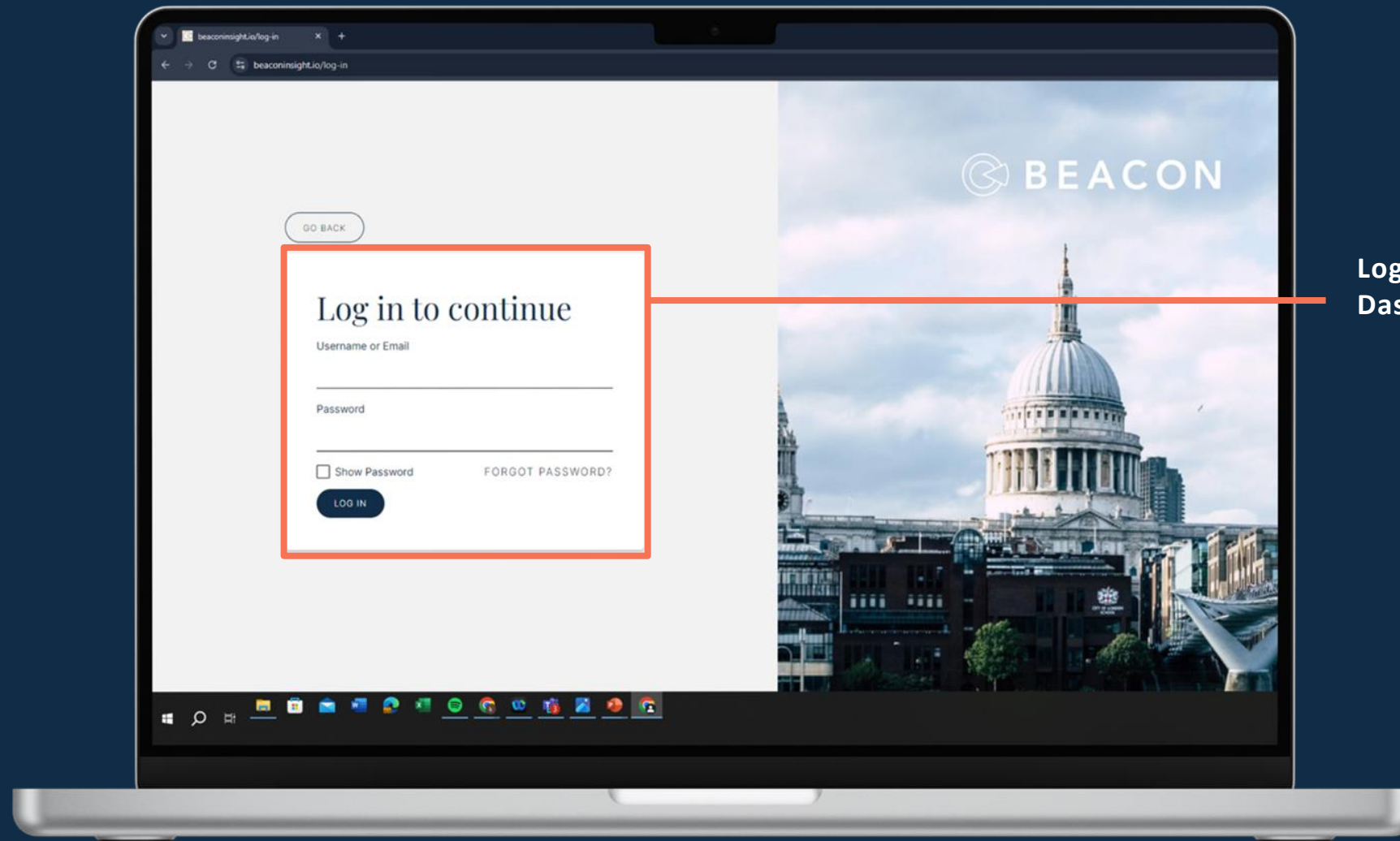
Product

Insight

Corporate

ACCESS BEACON DATA THROUGH YOUR ONLINE DASHBOARD

Gather insights and connect with your Beacon community.

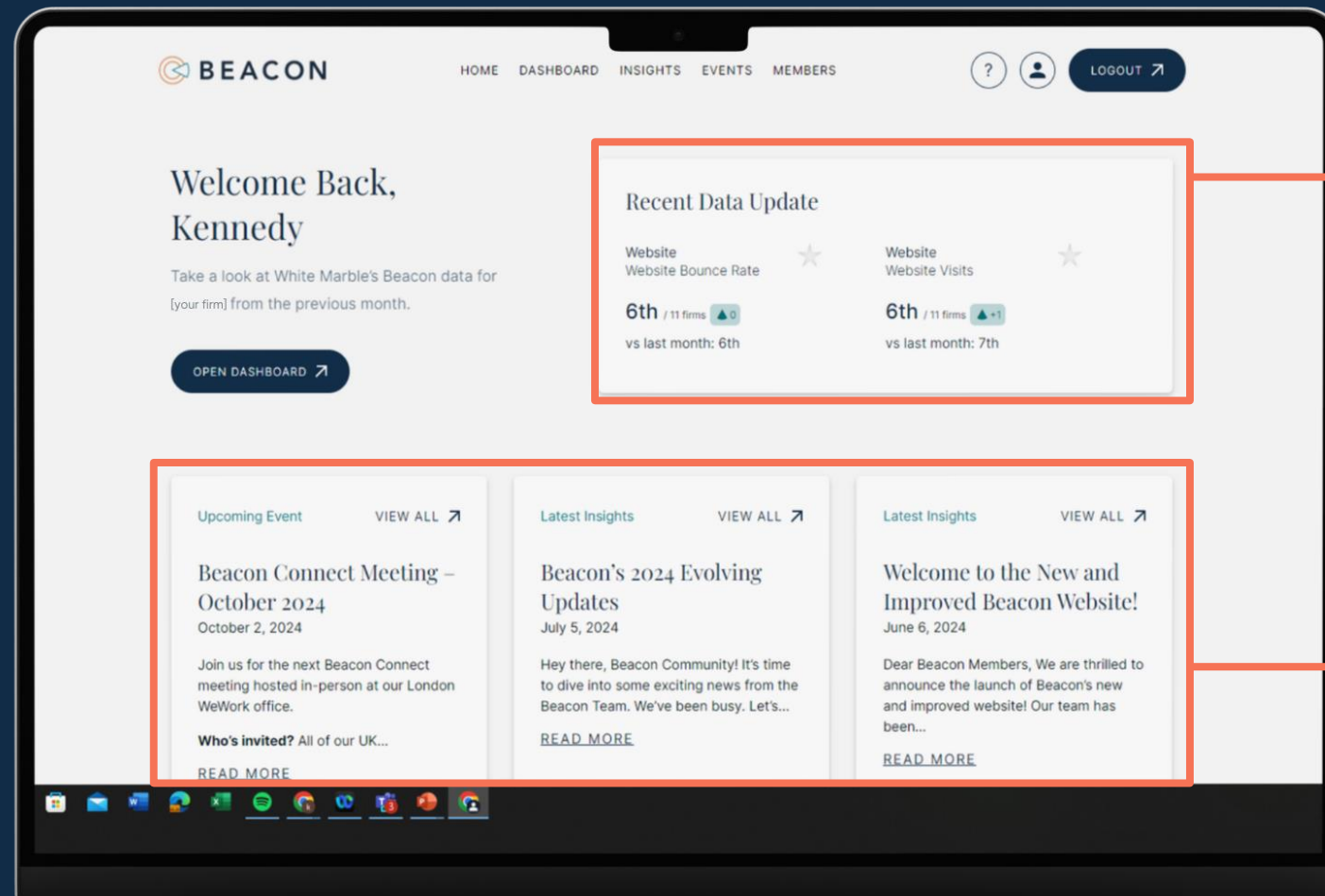


**Login to the Beacon
Dashboard**

BEACON DASHBOARD HOMEPAGE

www.beaconinsights.io/dashboard

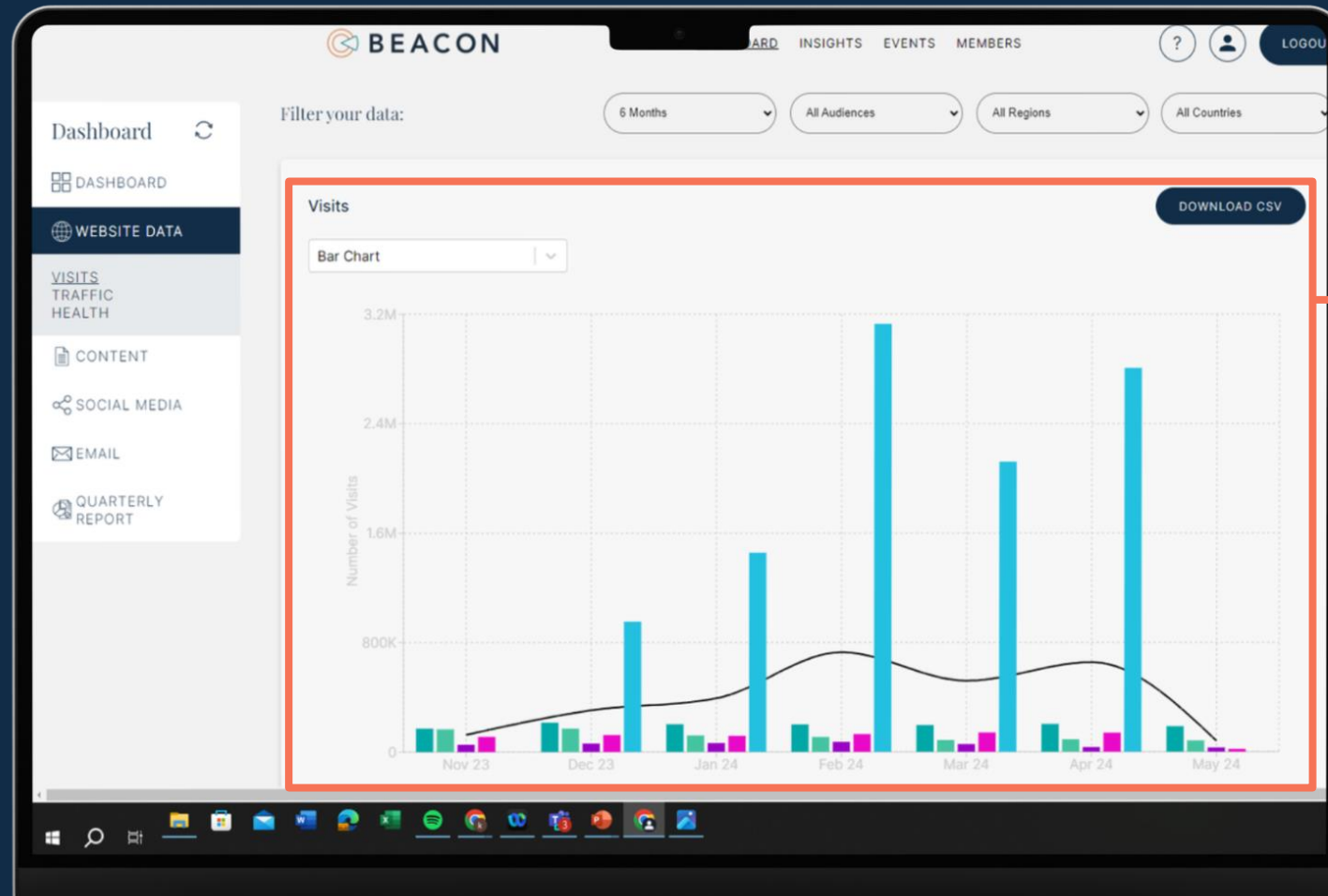
Star ★ KPIs that are most relevant to you



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

BEACON DATA DASHBOARD.

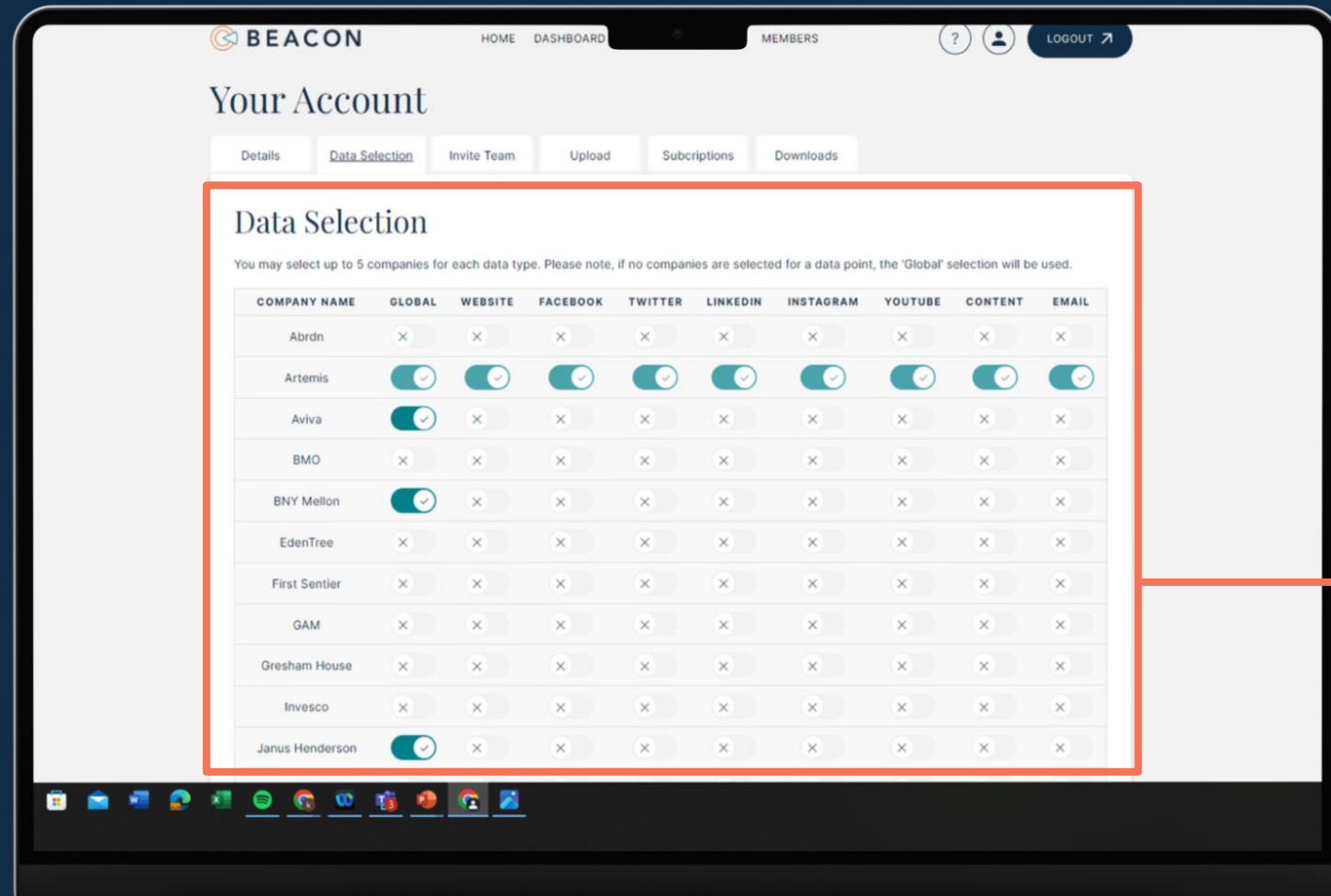
Updated monthly with the latest data



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

SELECT YOUR LIST OF COMPETITORS TO MEASURE AGAINST

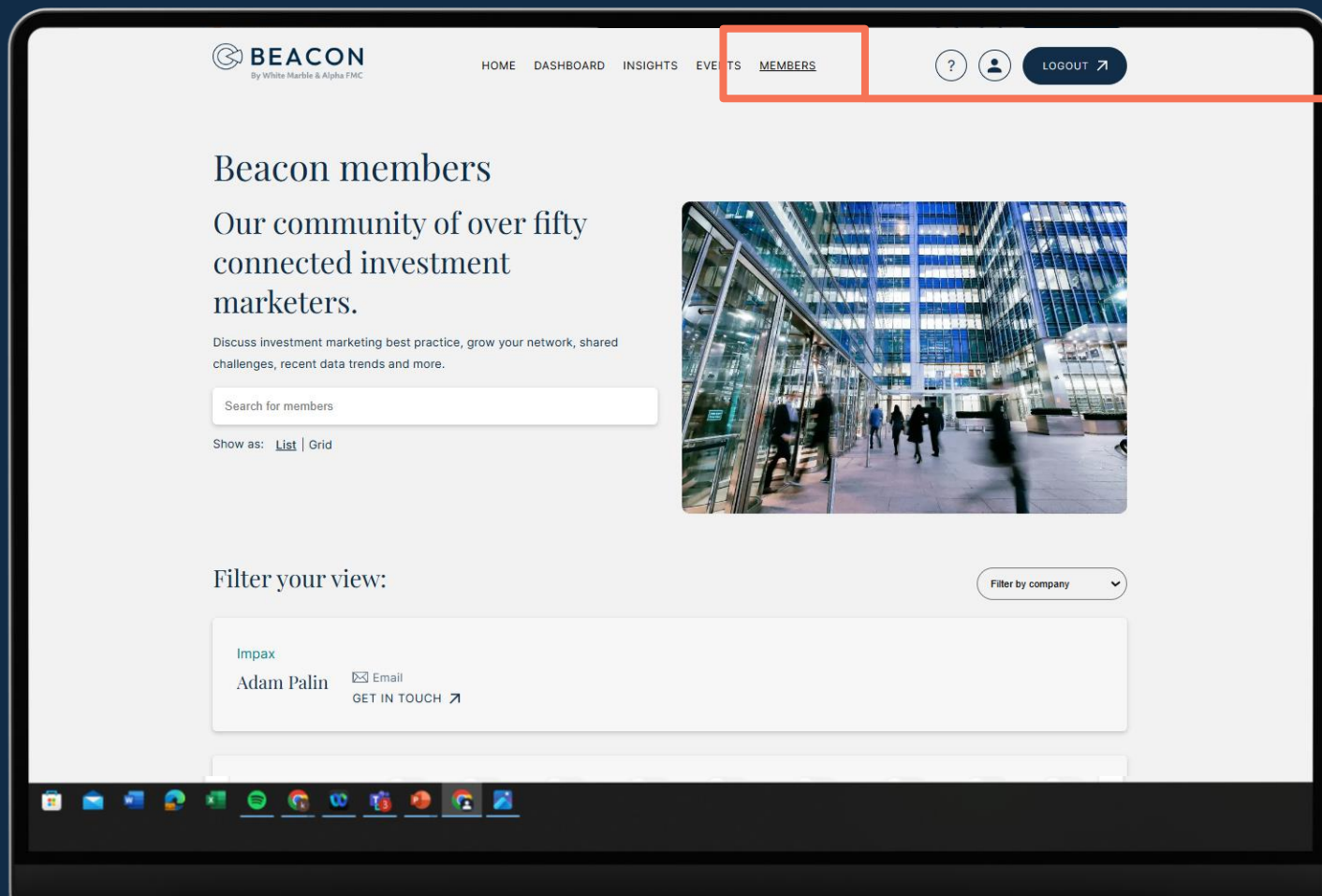
Create a personalized Beacon Benchmark and measure against select peers



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

 Since 1857
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

ROBECO
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>£3,250</p> <p>per year</p> <ul style="list-style-type: none">• Global website set up• Invited to quarterly Connect meetings• Dashboard access to view benchmarks across web, social, email, search, and site quality	<p>Mid/Boutique Between £20 and £50 billion AUM</p> <p>£7,500</p> <p>per year</p> <ul style="list-style-type: none">• Global website set up• Invited to quarterly Connect meetings• Dashboard access to view benchmarks across web, social, email, search, and site quality	<p>Large firms Over £50 billion AUM</p> <p>£15,000</p> <p>per year</p> <ul style="list-style-type: none">• Global website set up• Invited to quarterly Connect meetings• Dashboard access to view benchmarks across web, social, email, search, and site quality
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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>\$5,000</p> <p>per year</p> <ul style="list-style-type: none">• Global website set up• Invited to quarterly Connect meetings• Dashboard access to view benchmarks across web, social, email, search, and site quality	<p>Mid/Boutique Between \$20 and \$50 billion AUM</p> <p>\$10,000</p> <p>per year</p> <ul style="list-style-type: none">• Global website set up• Invited to quarterly Connect meetings• Dashboard access to view benchmarks across web, social, email, search, and site quality	<p>Large firms Over \$50 billion AUM</p> <p>\$20,000</p> <p>per year</p> <ul style="list-style-type: none">• Global website set up• Invited to quarterly Connect meetings• Dashboard access to view benchmarks across web, social, email, search, and site quality
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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.

hello.agency@alphafmc.com