LinkedIn makes people receptive to financial content on LinkedIn

LinkedIn members are more educated, ambitious and financially empowered

Not all audiences are equal.
By sparking targeted dialogue with prospects and customers that trust LinkedIn, financial advisors can more effectively reach new, affluent consumers.

Recent research conducted by Greenwich Associates in partnership with LinkedIn shows that 55% of investor end-clients are more likely to accept financial advisor recommendations if they know the name of the asset manager brand.

LinkedIn partners make the difference in targeting and measurement

In this landscape, success hinges on the focused pursuit of new markets, new customers, and new ways to reach them.

Leverage data and analytics to drive better business impact.

As a neutral, third-party measurement provider, Acxiom supports brands with a full suite of cross-channel campaign measurement services.

In targeting and attributing new deposits totalling $454M, the cost of campaign.

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