

A Reference Guide For

Financial Services Marketers



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Advancements in technology are driving consumers to think, behave, and purchase in ways unthought of even five years ago. And in this era of drastic change, financial services (FS) marketers struggle to stay current about industry marketing trends and how modern technologies can help marketers leverage insights to better interact with consumers and customers on their terms and capture more market share.

Because of the personal nature of the financial services industry, FS marketers have typically been on the leading edge when it comes to embracing modern technologies. But now, consumers are embracing these technologies and “going digital” faster than many FS institutions. If you expect your firm to maintain a leadership position in your market, you must be an innovator that leads the marketplace, not follows it.

As a leading provider of next-generation marketing measurement models, Marketing Evolution has developed this reference guide for FS marketers. Here we explain how key industry challenges and trends are driving FS firms to develop new marketing attribution models and provide recommendations on how your firm can address these trends to outmaneuver your competition, improve your market share, and delight your prospects and customers.

To receive the full guide, submit the form to the right.

Forward-looking brands rely on Marketing Evolution to deliver accurate person-centric unified marketing measurement across both online and offline channels to maximize their media spend, creative rotation, brand impact, and, ultimately, their marketing ROI.

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