

## How Advisors Can Deliver Personalized Experiences Using Investor Engagement Research

Those who work with financial advisors generally feel more informed, clear, and engaged in their investment activities.

| INVESTOR ENGAGEMENT INDEX           | $0 = \mathbf{NOT} \mathbf{ENGAGED}$ | FULLY ENGAGED = 1 |
|-------------------------------------|-------------------------------------|-------------------|
| Works with financial advisor        |                                     | 70                |
| Average score                       |                                     | 66                |
| Doesn't work with financial advisor |                                     | 63                |

| Score of 0 to 24 |
|------------------|
| 3% of investors  |

## **Investor Engagement Index Components**

Areas where advisors are making a noticeable impact

- Feeling informed about composition and performance of investments
- Understanding of investment concepts and financial markets
- Frequency of investment goals review
- + Alignment of investment strategy to long-term goals
- Frequency of investment portfolio review
- Involvement in investment decision-making
- Frequency of engagement in financial education activities

## Which factors are typically associated with higher engagement?

| INVESTOR ENGAGEMENT INDEX                | 0 = NOT ENGAGED |    |    |    | FULLY ENGAGED = 100 |
|--|-----------------|----|----|----|---------------------|
| Low comfort making investment decisions  |                 | 42 |    |    |                     |
| High comfort making investment decisions |                 |    |    | 76 |                     |
| Conservative risk tolerance              |                 |    | 62 |    |                     |
| Aggressive risk tolerance                |                 |    |    | 76 |                     |
| Low trust in Al                          |                 |    | 61 |    |                     |



## Use the engagement difference in each group to personalize your client conversations.

Our research found that the difference between these groups across all components were statistically significant.



| High                           | 84% | 69%              | 50% | 89% | 50%              | 88% | 28% |
|--------------------------------|-----|------------------|-----|-----|------------------|-----|-----|
| Risk Tolerance                 |     |                  |     |     |                  |     |     |
| Conservative                   | 56% | 26%              | 36% | 66% | 33%              | 67% | 12% |
| Aggressive                     | 80% | 62%              | 54% | 81% | 59%              | 78% | 38% |
| Trust in Al                    |     |                  |     |     |                  |     |     |
| Low                            | 58% | <mark>22%</mark> | 34% | 71% | <mark>26%</mark> | 66% | 9%  |
| High                           | 77% | 61%              | 52% | 79% | 55%              | 82% | 28% |
| Sustainability Alignment       |     |                  |     |     |                  |     |     |
| Low                            | 58% | 38%              | 36% | 67% | 35%              | 69% | 14% |
| High                           | 76% | 67%              | 52% | 82% | 47%              | 78% | 33% |
| Work with an financial advisor |     |                  |     |     |                  |     |     |
| No                             | 50% | 39%              | 38% | 58% | 41%              | 70% | 18% |
| Yes                            | 78% | 55%              | 44% | 86% | 36%              | 73% | 22% |