

# **UNPACKING THE EVOLVING ONLINE BROKERAGE MARKET**

**CONSUMERS + SUPPLIERS**

**INNOVATIVE APPROACHES TO DELIVERING DATA, ANALYTICS AND  
INSIGHTS BY EXPERTS IN WEALTH MANAGEMENT AND INNOVATION**

**OVERVIEW OF WHAT WE DO AND EXAMPLE DATA**



# WE PARTNER WITH CLIENTS TO PROVIDE THE MOST ACTIONABLE DATA AND INSIGHTS FOR THE EVOLVING WEALTH MANAGEMENT BUSINESS



## SYNDICATED RESEARCH PRODUCTS

- ◉ Wealth Advisory Research Subscription
- ◉ Self-Directed Online Investing Research Subscription



## “ASK CONSUMERS” MARKET SIMULATOR

Dynamic consumer choice simulator where you can test unlimited “what if” platform scenarios to determine representative consumer choice outcomes



## CUSTOM RESEARCH SERVICES

We bring our market expertise and expert market research to help you answer the most relevant and important questions for your business choices - with data. Attitudinal Customer Segmentations; MaxDiff; Conjoint Studies; illuminating consumer research



## CONSULTING SERVICES

- ◉ Digital, go-to-market, growth strategy and execution
- ◉ Data and analytics services



# THE WORLD IS CHANGING SO IS WEALTH MANAGEMENT

- Access to leading wealth management product and service has never been more available to consumers
- Consumer awareness is high but expectations are changing - see how wealthier cohorts are viewing self-directed investing offers
- Consumers still hold many misconceptions and perceptions inhibiting better choices
- Consumers identify barriers to usage that can be overcome
- Zero commission fees changed the competitive landscape. What are the next frontiers of product innovation you need to consider?



**CONSUMER DATA THAT GIVES  
DIGITAL WEALTH BUSINESSES  
AN EDGE**

## Types of Questions We Answer With Data:

**How** is digital brand awareness trending and what are the opportunities?

**Which** brands are winning on customer conversion?

**Which** service features are CURRENTLY driving loyalty?

**Where** are customers getting information and what's the impact on engagement?

**What** are the pain points that consumers are identifying and what must executives overcome?

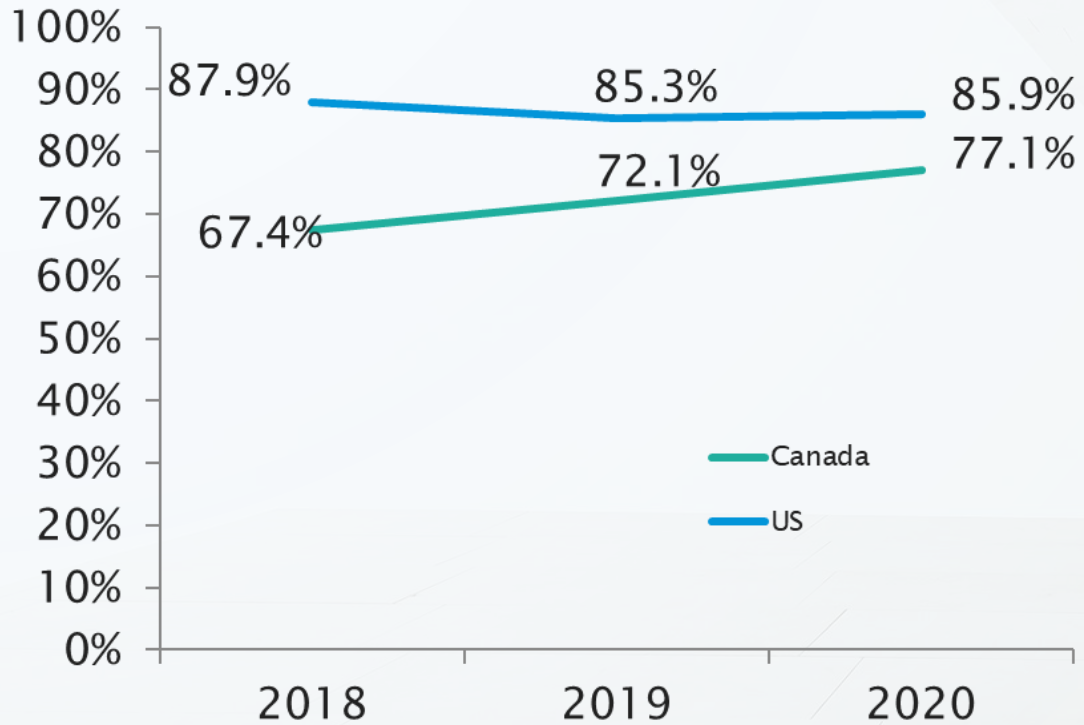


# SELF-DIRECTED INVESTING RESEARCH SAMPLE DATA

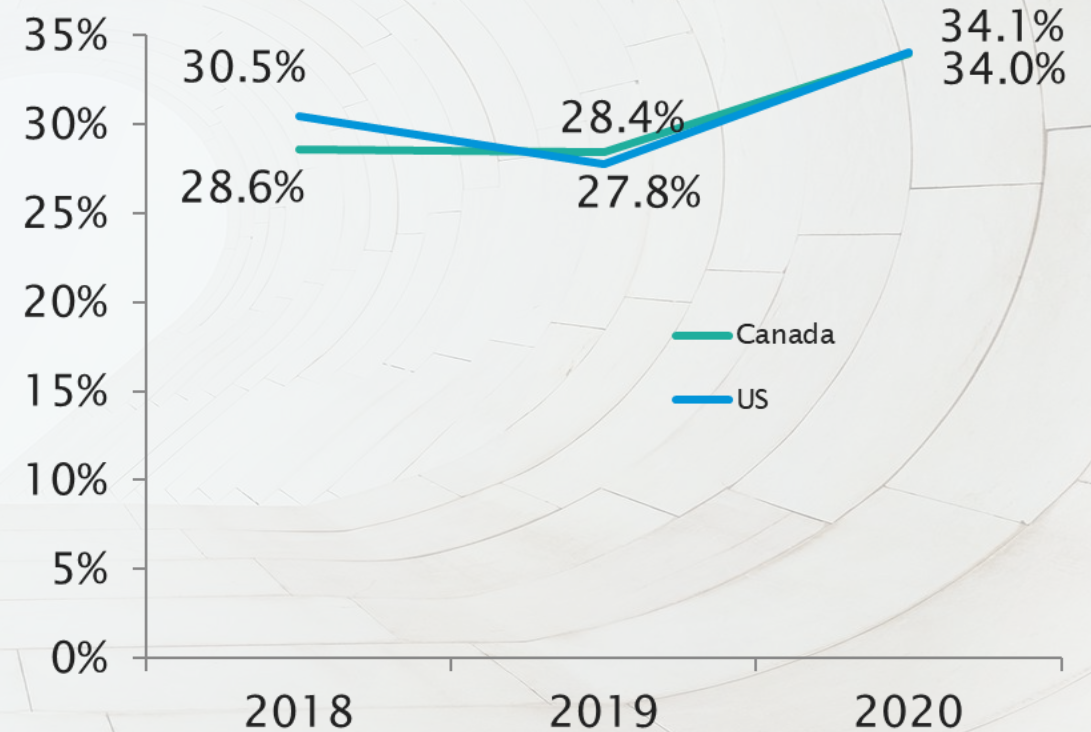


**CONSUMER AWARENESS AND USAGE IN THE NORTH AMERICAN ONLINE DISCOUNT BROKERAGE CATEGORY IS HIGH THOUGH THE TYPE OF CONSUMER IS CHANGING RAPIDLY. HOW ARE YOU UNDERSTANDING BOTH CUSTOMERS AND PROSPECTS IN YOUR BUSINESS CONTEXT?**

North American Awareness of Self-Directed Investing Brands is high.



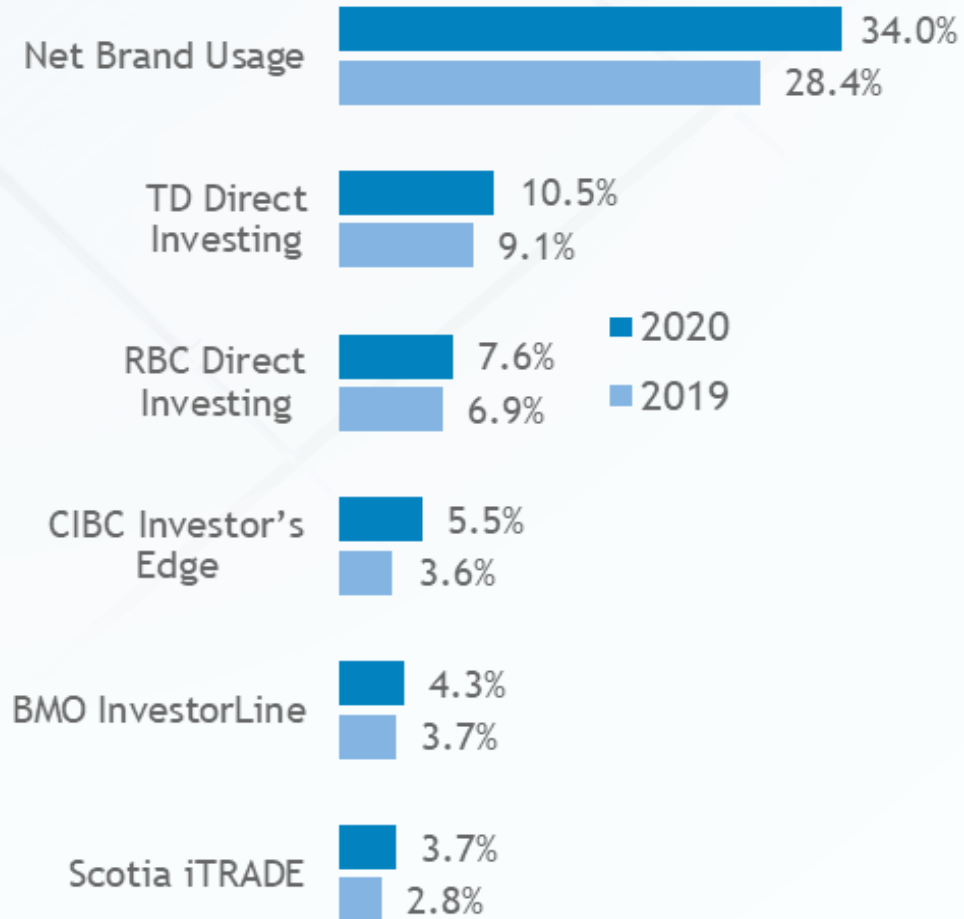
The landscape and make up of consumers joining the fray of investing is changing rapidly.



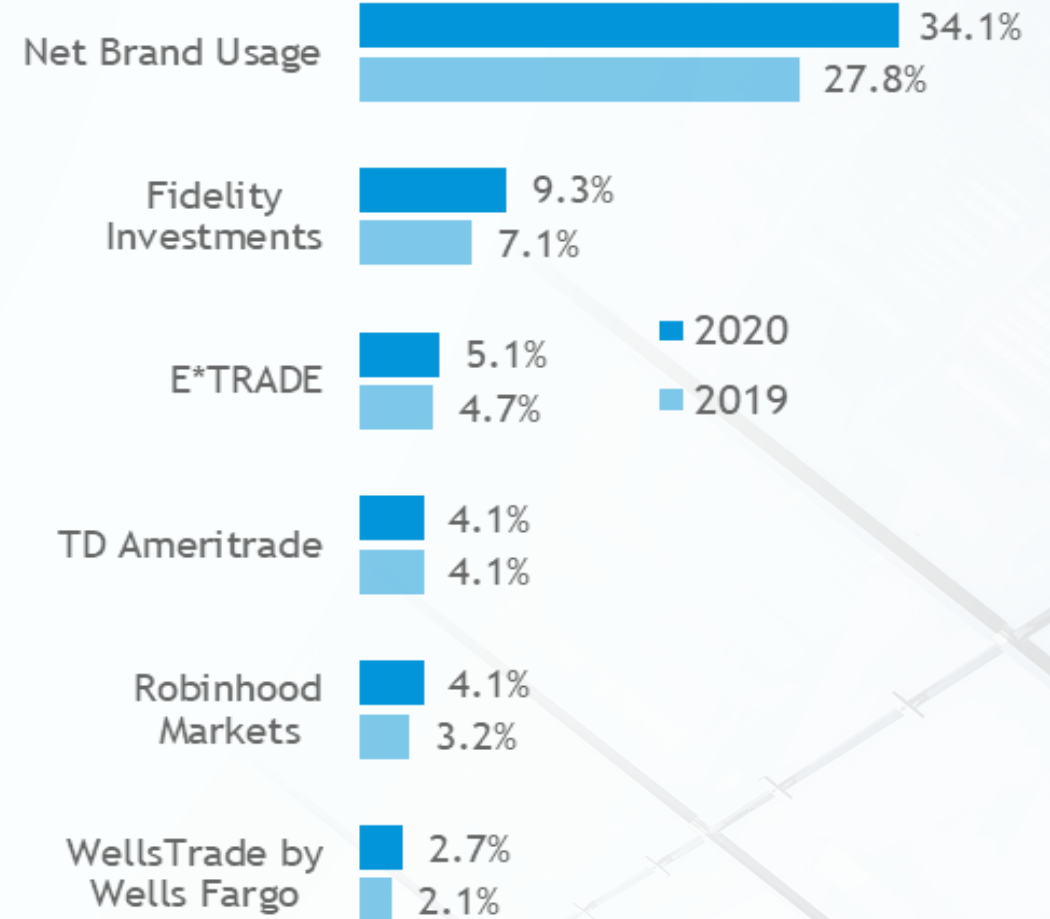


**BRAND USAGE IS SIZEABLE IN NORTH AMERICA. HOWEVER, THERE IS INCREASING COMPETITION FROM SELF-DIRECTED PLATFORM UPSTARTS WHICH IS BEARING OUT IN CONVERSION DATA.**

More than two-thirds of adult Canadians are aware of at least one ODB platform

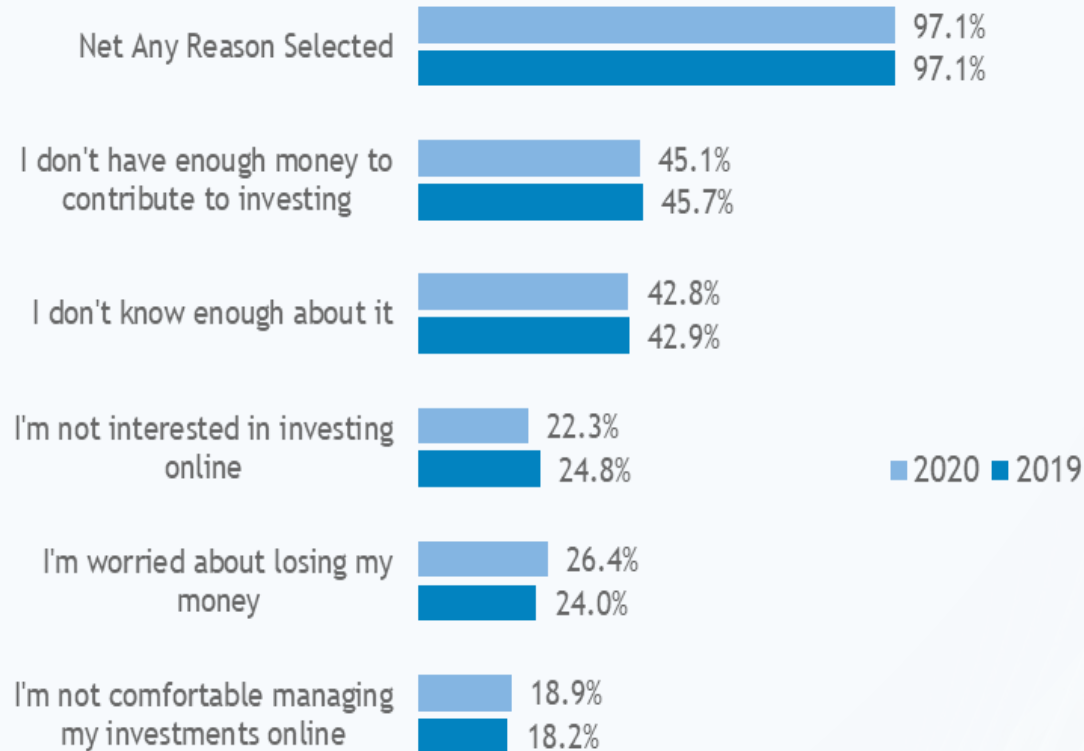


About 1 in 4 adult Canadians are users of an online discount brokerage platform

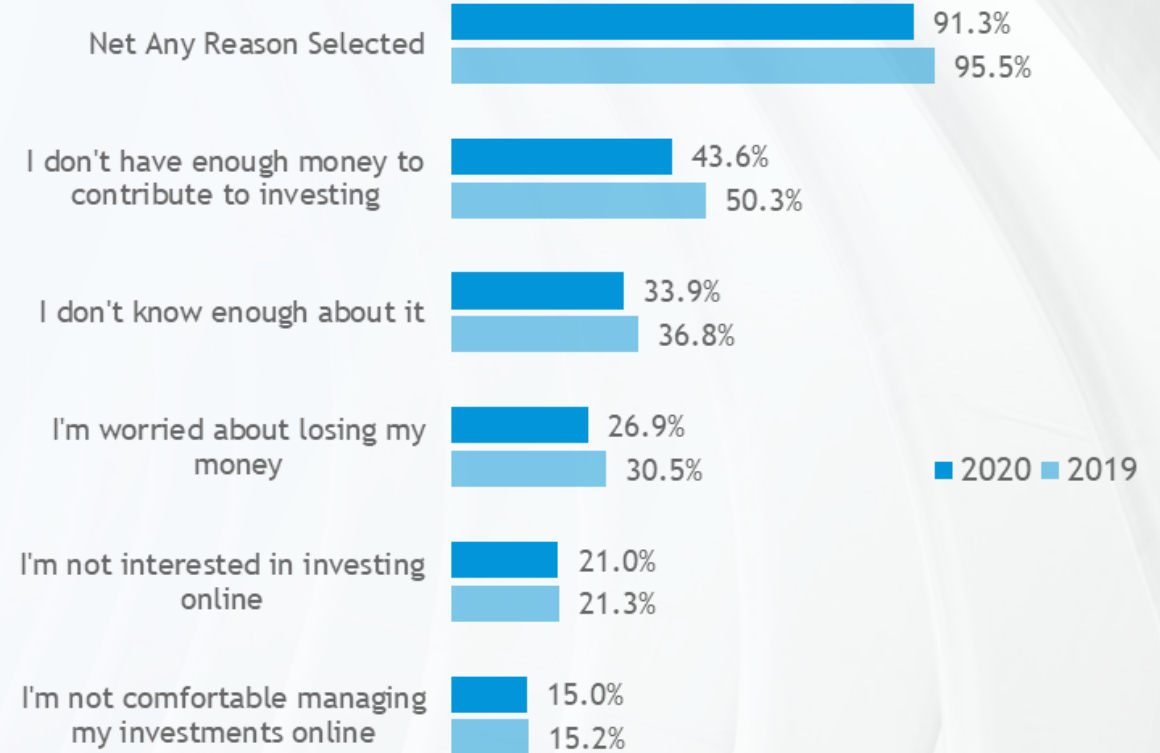


# THE BARRIERS TO USAGE OF ONLINE BROKERAGE MIRROR THOSE FOR DIGITAL WEALTH ADVISING BUT ARE CHANGING ESPECIALLY AFTER THE INFLUENCE OF SOCIAL ISSUES LIKE PANDEMIC.

## NET AND TOP 5 BARRIERS TO USING AN ONLINE BROKERAGE SERVICE 2019-2020 IN CANADA



## NET AND TOP 5 BARRIERS TO USING AN ONLINE BROKERAGE SERVICE 2019-2020 IN THE US

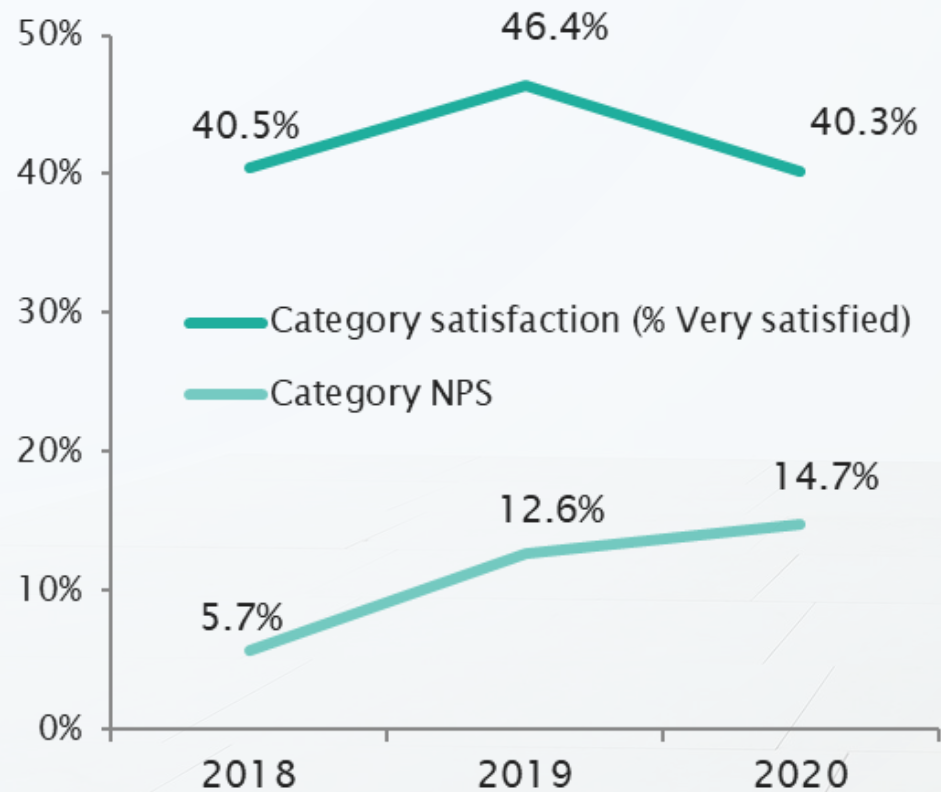


Firms can overcome the general lack of financial literacy by finding unique and innovative ways to help consumers optimize their financial behaviors.

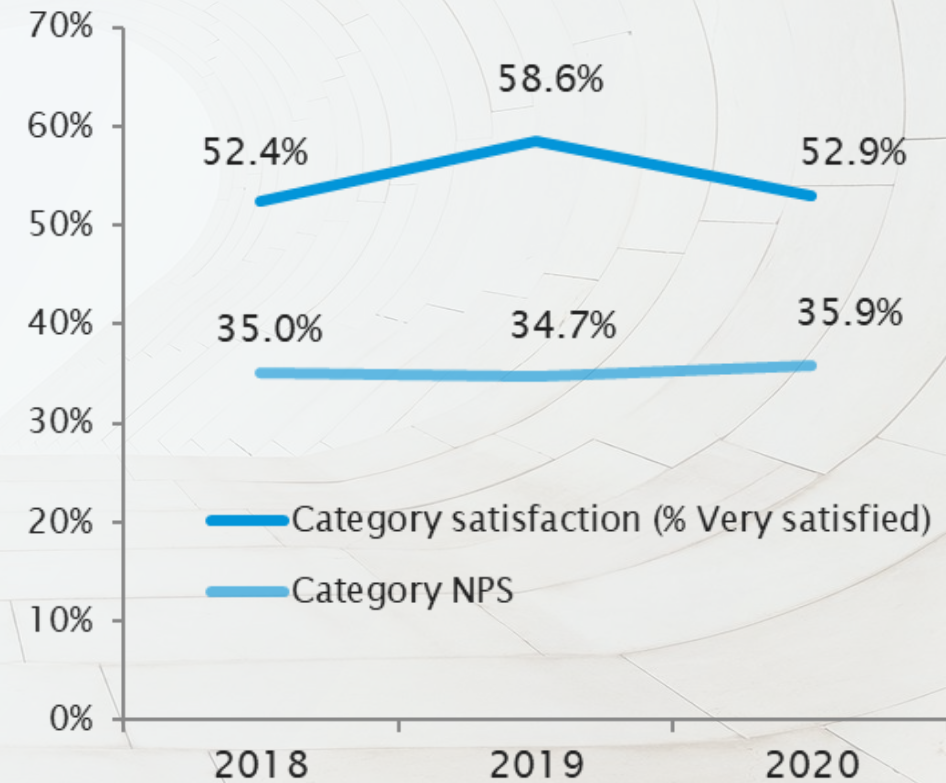


# CONSUMER SATISFACTION AND NET PROMOTION OF ONLINE BROKER PLATFORMS IN NORTH AMERICAN TELLS AN INTERESTING STORY ABOUT THE STATUS OF THE COMPETITIVE LANDSCAPE. SATISFACTION TRENDING DOWNWARDS YET PROMOTION WAS UP.

## YEAR-OVER-YEAR CHANGES IN CATEGORY SATISFACTION AND NET PROMOTION IN CANADA



## YEAR-OVER-YEAR CHANGES IN CATEGORY SATISFACTION AND NET PROMOTION IN THE US



# ONLINE BROKERAGE RESEARCH PRODUCT DETAILS



Scientifically constructed consumer surveys with nationally representative sample sizes, innovative statistical and analytics approaches which help you to act decisively



Continual and regular data capture and analysis results in the only on-going consumer and supplier coverage of the Online Brokerage category available



3 Reports delivered per year (Bi-Annual); Access to underlying data and exhibits; Analyst support for your specific context



\$15,000/year





## PARAMETERINSIGHTS IS WHERE DATA MEETS STRATEGY: **SIMPLY AND RELIABLY**

We build innovative data, analytics, and research products that help businesses navigate the rapidly changing digital landscape and grow.

Our experienced team of consultants, data scientists, statisticians, futurists, and programmers partner with businesses to help solve your business questions - affordably, quickly and optimally.

## CONTACT US



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