



WEALTHTECH RESEARCH & ADVISORY SERVICE: WEALTH ADVICE SERIES

LOYALTY HOLDING STRONG IN ADVISED CHANNELS DESPITE MACRO HEADWINDS

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ABOUT PARAMETERINSIGHTS' WEALTHTECH RESEARCH & ADVISORY SERVICE

Innovation in the North American financial services market is fast approaching a point of inflection. Near-ubiquitous mobile access, multi-channel delivery, and technological evolution are rapidly altering consumer attitudes, behaviors, and expectations.

Annual subscription to ParameterInsights' WealthTech Research and Advisory Service comprises two separate reporting series. The first is a three-part series covering the evolving wealth advice category with a focus on modernization of wealth advice. The second is a three-part series covering self-directed investing via online brokerages.

BOTH SERIES PROVIDE TIMELY AND RELEVANT ANALYSES THAT SURFACE UNMET CONSUMER NEEDS, EVALUATE CURRENT MARKET PARTICIPANTS, AND PROVIDE IN-DEPTH DISCUSSION AND IMPLICATIONS OF KEY RESULTS AIMED AT GIVING OUR SUBSCRIBERS AN EDGE.

ABOUT PARAMETERINSIGHTS

PARAMETERINSIGHTS IS WHERE DATA MEETS STRATEGY:
SIMPLY AND RELIABLY.

We combine deep sector expertise with custom research to provide our clients with data-driven and highly consultative solutions.

INTRO / PREFACE

THIS REPORT PRESENTS IMPORTANT CONSUMER-DRIVEN INSIGHTS FOR FIRMS OPERATING IN THE WEALTH ADVICE SPACE IN NORTH AMERICA.

Core topics are divided into three broad themes:

- 01 LOYALTY MEASURES:** How are trends in wealth advice loyalty being affected by the tumultuous macro environment? Which brands are holding up and which have lost ground? How does traditional advice loyalty compare with digital advice loyalty?
- 02 DRIVERS OF LOYALTY:** Which features of digital and traditional advice are leading in terms of satisfaction? Which dimensions of service have the strongest impact on overall satisfaction and net promotion?
- 03 UNCOVERING OPPORTUNITIES:** Can alternative investments find growth in the advised channels?

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