



## Access to the most influential leads in the pension industry

Through mallowstreet Insights' latest offering **LEAD MACHINE**, we will bring you active leads across different asset classes and sectors. mallowstreet Insights will produce a **Briefing Report** which will be marketed digitally to the community. In exchange for downloading the report, we will ask them for permission to be contacted by the co-branding partner.

### Briefing Reports

Briefing Reports are research reports which draw upon three years of mallowstreet data to provide insights on the key priorities and challenges on the minds of your top investors. The benefit of this type of research is that it decreases production time, meaning we can get a report out to market in a matter of weeks.

#### Our data taps into:

- 20+ research projects
- 2,500+ qualified responses
- 500+ questions asked
- 125,000+ primary data points collected

#### Available Topics

- Private Markets
- DC
- Fixed Income
- ESG
- Real Assets
- Emerging Markets
- and more upon request

#### Your report will:

- Use 500-1000 qualified responses
- Be a 10-page comprehensive report
- Take 2 weeks to deliver

### From Briefing Report to Leads

Once you have chosen a topic for your Briefing Report, mallowstreet takes it out to the market to generate leads.

Over a four-week period, mallowstreet will run a co-branded marketing campaign to announce the report's release, key stats and reasons to download. This campaign will have two aims: generate leads and raise your profile against the selected theme.

We will do this via:

- 2 articles generated by mallowstreet
- 8 sponsored newsletters to 2,400 subscribers
- 50% share of voice of promotional leaderboard and MPU positions
- 2 weeks standout position on mallowstreet.com
- 6 social media posts



**LEADMACHINE+ gives clients additional insights on their chosen asset class or subject.**

mallowstreet will ask 5 flash questions to 20 respondents from pension schemes to understand their key challenges and preferences. Using the data gathered this way, we will enrich the Briefing Report. We will report aggregate figures on the questions asked, which will highlight both the best practices and the main issues the industry is currently facing.

- 5 quick multiple-choice questions
- 20 qualified and validated respondents from the mallowstreet community
- Enriched insights for the audience and actionable research for the sponsor
- An additional opportunity for opt-in leads at the end of the flash survey

### **Marketing Outputs**

In the past, mallowstreet has averaged the following exposure for clients for similar campaigns.

- 20,000 views of promotional activities
- Eight sponsored newsletters to 2,400 subscribers
- 1,000 social media views
- 5,000 email opens
- 250 total clicks
- 60 report downloads
- 41% conversion rate from report downloads to leads

**Cost of LEADMACHINE+: £24,995**