

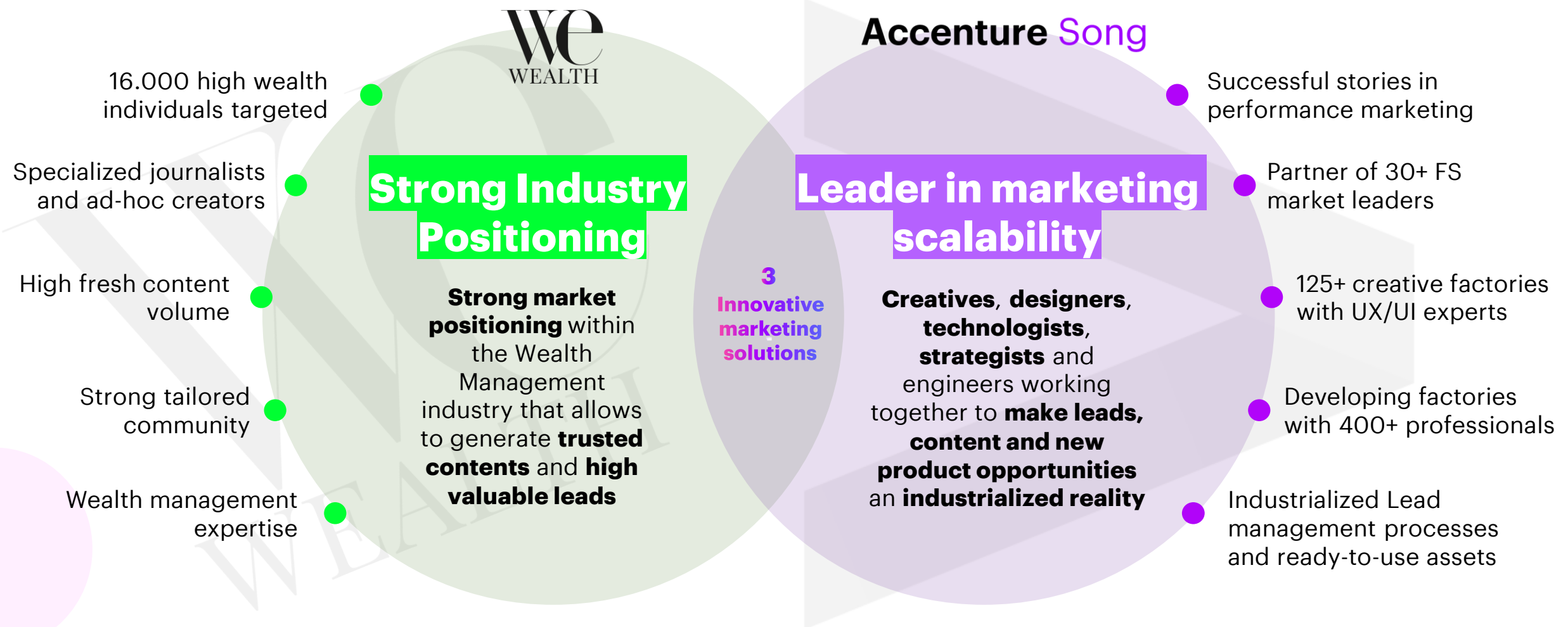
26th October 2023

Accenture Song & WeWealth

Innovating Wealth Management Industry



Accenture & WeWealth partnership represent the perfect combination to innovate in the wealth management industry



WeWealth & Accenture **marketing solutions**

3 main collaboration areas

Lead Management

Generating **high-quality leads** centered on investment topics, complemented by **lead qualification**, **nurturing**, and **distribution**, powered by **Accenture Lead-to-revenue model**.

Content Production

Scaling up the production of **relevant content** (wealth, luxury, ...) created by a professional **team of journalists**, with the support of **Accenture's production studios** and related **activation network**.

Market validation

Enhancing the **Accenture Market Validation methodology** using **WeWealth's highly segmented customer** database, which offers a detailed view of each investor's profile, positioning it as a **prime testing platform**.



Lead Management

Generating **high-quality leads** centered on **investment topics**, complemented by lead **qualification**, **nurturing**, and **distribution**, **powered by** Accenture Lead-to-revenue model.

MARKET CONTEXT

79%

of **marketers** say generating **quality leads** is their **top goal**

*Source: financesonline.com - <https://financesonline.com/key-lead-generation-statistics-for-b2b-marketers-analysis-of-data-and-market-share/>

CHALLENGES AND FUTURE PERSPECTIVES

from..

A sector in which **quality leads** are very **hard to generate**:

- **inability to distribute** and/or **poor quality & assignment**
- **scarce visibility** through sales funnels

..to

A dedicated **e2e offering** for **wealth industry**:

- generate **high quality leads**
- distribute them to **the channel** with the **highest conversion probability**

KEY ASSETS

A **performance-based offering tested with multiple clients** and **already industrialized**

Existing market positioning and **high-quality leads** already produced by **WeWealth** (investors and/or Financial Advisors)

Content production

Scaling up the production of **relevant content** (wealth, luxury, ...) created by a **professional team of journalists**, with the support of **Accenture's production studios** and related **activation network**.

MARKET CONTEXT

80%

of all **luxury sales** are in some way **influenced** by what **consumers see online***

*Source: StoryBlock - <https://www.storyblok.com/mp/luxury-content-marketing>

CHALLENGES AND FUTURE PERSPECTIVES

from..

Blogging and **content marketing** to enhance **awareness**, going **against the trend** of **performance marketing**.

..to

Professionally crafted content aimed at a **specific audience**, using **performance-driven strategies** to support **conversion** throughout the funnel.

KEY ASSETS

Content scalability thanks to **Production studios and Activation network**

Professional journalists' team with a **strong editorial skills producing** tailored **educational materials**

Market validation

Enhancing the **Accenture Market Validation** methodology using **WeWealth's** highly segmented **customer database**, which offers a detailed view of each investor's profile, positioning it as a **prime testing platform**.

MARKET CONTEXT

74%

companies that chose **business building as their main strategy** **grew at rates above the industry average***

*Source: <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/why-business-building-is-the-new-priority-for-growth>

CHALLENGES AND FUTURE PERSPECTIVES

from..

The traditional approach allows **evidence on the success** of the initiative to be gathered **only 12-18 months** after market launch.

..to

The market validation anticipates **listening to the market** before **starting implementation** activities and deploying resources & budgets.

KEY ASSETS

Market Validation (Business Building) methodology and infrastructure based on smoke tests

Valuable customer base as a testing platform to collect **high-quality market feedback**

Thanks for your attention