

European Marketing and Sales Organizations 2023

Reaching and Influencing Investors

OVERVIEW & METHODOLOGY

European Marketing and Sales Organizations 2023: Reaching and Influencing Investors examines sales and marketing activities in the asset management industry in Europe. Cerulli has performed quantitative and qualitative analysis to provide insight into the strategies managers can adopt to improve their outlook in the current challenging industry landscape.

Sales and marketing strategies are central to asset managers' success and firms looking to enhance this part of their business will find value in this report.

USE THIS REPORT TO

- Understand the challenges faced by asset management marketing and sales teams seeking to attract client business and review measures that can be taken to address client concerns and retain assets
- Analyze a detailed review of current and expected sales activity across the asset management industry in Europe, including hiring plans, priority markets and partners to target, key sales performance factors, and planned strategic changes
- Take a close look at marketing activities across the industry, such as hiring plans, budget changes, areas of marketing focus, and planned marketing strategies designed to improve market footprint, brand, and reputation

QUESTIONS ANSWERED

- What challenges are asset managers' sales and marketing teams in Europe facing at present and how will these teams adjust their strategies to withstand the challenging current market conditions?
- How will asset managers' sales and marketing teams change their headcount in selected European markets over the next 12 to 24 months and what expertise do managers plan to add to their sales and marketing functions?
- What changes are asset managers planning to make to enhance their value propositions and meet investor needs when it comes to their communication, marketing, and promotional activities, including in the environmental, social, and governance (ESG) domain?
- How have the landscape, size, and dynamics of the business-to-business (B2B) institutional and business-to-business-to-consumer platform spaces in Europe changed in recent years and what are the main opportunities for managers in these areas?
- What types of communication from asset managers do fund selectors and intermediaries across Europe find most useful and what changes do they believe would help managers better address their needs?

PRODUCT DETAILS

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Interactive Report Dashboards

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- **Sales Team Perspectives:** Explore the views of senior sales personnel at asset management firms on expected changes to their teams, improvements they will prioritize, and the main distribution channels of focus. Additionally, review the challenges that asset management sales teams face and how they intend to move forward with their respective strategies, as well as their views on the types of sales support and topics that are important to their clients.
- **Marketing Team Perspectives:** Gain an overview of the current budgets of asset managers' marketing teams and how marketing directors anticipate these will change. Observe the changes they expect to make in terms of headcount, hiring priorities, marketing activities, and topic coverage. Additionally, understand marketers' plans for content and communications efforts, including the formats they will prioritize and the level of priority ascribed to different social media platforms.
- **Fund Selector Perspectives:** Gain an understanding of the types of asset manager communication European fund selectors and intermediaries most value, their preferred topic coverage, and other communication preferences. Review their satisfaction with asset managers' communication and sales support, the brands they rate most highly for fund updates and thought leadership, and the factors that are important when selecting or exiting a fund and making brand assessments.

Asset managers' ESG capabilities have become a more prominent feature of their discussions with clients. The majority (76%) of the asset managers Cerulli surveyed said that their ESG capabilities and objectives have been the main topic of conversation with clients this year (see **Exhibit 1.07**). In addition, 63% said inflation and higher interest rates are a key area of discussion.

The focus on ESG is not surprising, given that investors and regulators have increased their scrutiny of asset managers' ESG claims and products over the past two years. Cerulli's survey of ETF issuers

operating in Europe found that 67% of respondents are seeing increasing scrutiny of how ESG indices are constructed. Heightened regulatory scrutiny could affect managers' ability to develop value propositions in the ESG space. The Financial Conduct Authority has issued a warning to asset managers operating in the UK, citing concerns about the number of low-quality fund applications in the local market; in Germany, BaFin has increased its monitoring of managers offering investment products labeled "sustainable."

Exhibit 1.07

Main Topics Asset Managers' Salespeople Discuss With Their Clients, 2023

Source: Cerulli Associates | Analyst Note: Asset managers were asked the main topics that their salespeople discuss with clients at present.

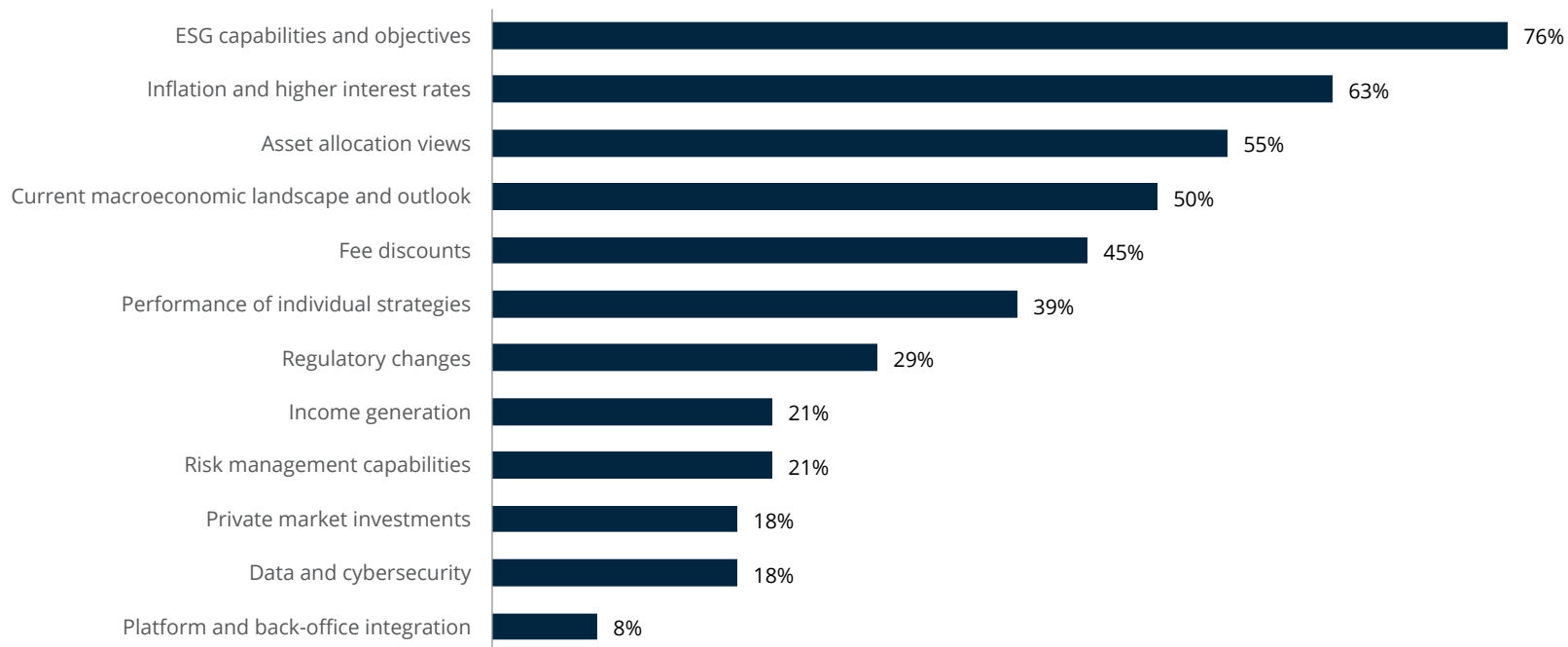


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