

Panacea Adviser



2016 Email Analysis Report



Hallmark of Innovation
Financial Innovation Awards
Finalist – 2016

wealth finance2016
wealth&money
management
awards

Panacea Adviser
Best Online Support for
Financial Advisers - UK

Introduction

Panacea Adviser is a unique, community based, marketing engagement platform that helps connect providers with Financial Advisers and Paraplanners, providing leads and acts as an independent communication conduit.

Panacea launched in 2007 and continues to innovate with online support services that helps product providers and our community to work together by sharing existing resource, raise awareness of products and services and assisting with adviser marketing which ultimately results in recommendations to support improved consumer outcomes.

Background

Over the last ten years we have sent regular weekly email communications to our community of c.17,000 Financial Advisers and Paraplanners.

In 2016 we sent out 2m bento bulletins

- average open rate of 14%
- the highest open rate is 21%
- average click through rate of 7%

Consequently this has allowed us to generate particularly interesting insights into how the UK adviser market is currently using email marketing, and enable us to assess the opportunities available to gain competitive advantage.

This report includes:

- Most receptive days of week
- Most receptive months of the year
- Lead bento articles that hit the spot
- What gets people clicking to read more

This analysis covers Bento bulletins sent from January to December 2016 and the following pages provide a breakdown of what works and where patterns emerge.

I hope you find it of interest. If you have any questions about this report or require any additional information please don't hesitate to contact me.

Open & Click Through Analysis

Top Twenty Bento Bulletins in 2016 by Open rates

Issue No	Issue Date	Sent	Opens	O/R %	Day	Lead Author	Lead Subject
647	22/08/16	18896	3972	21.02	Mon	Foot Anstey	Business Dev
673	30/08/16	18819	3587	19.06	Tues	Foot Anstey	Tax
717	05/05/16	19166	3582	18.69	Thurs	DB	Politics
718	01/12/16	18298	3412	18.65	Thurs	Foot Anstey	Tax
719	24/11/16	16958	3059	18.04	Thurs	RLAM	Budget
720	18/08/16	18806	3353	17.83	Thurs	Dashfield	Business Dev
721	25/08/16	18699	3237	17.31	Fri	Rachel Cope	Retirement
723	02/11/16	17166	2959	17.24	Weds	DB	Regulation
726	04/11/16	17202	2922	16.99	Fri	Allianz	Investments
727	16/09/16	18455	3076	16.67	Fri	DB	Regulation
732	29/11/16	18168	3029	16.67	Tues	Dashfield	Business Dev
739	09/12/16	18118	3021	16.67	Fri	Glassagh	Business Dev
741	15/08/16	19174	3181	16.59	Fri	M&G	Retirement
742	06/09/16	18518	3071	16.58	Tues	Foot Anstey	Law
749	21/09/16	18368	3047	16.59	Weds	BNY Mellon	Investments
751	27/10/16	17300	2871	16.60	Thurs	DB	Regulation
752	06/12/16	18181	3020	16.61	Tues	DB	Politics
754	07/10/16	17926	2957	16.50	Fri	DB	Regulation
755	13/12/16	18059	2977	16.48	Tues	M&G	Investments
756	05/02/16	15431	2534	16.42	Fri	DB	Regulation

Open & Click Through Analysis

In August we launched a new look Bento bulletin which is now much more image-heavy. It is interesting to see that most of the top twenty bulletins are from this date. This demonstrates that pictures really attract the eye more than just words do. Other key observations are as follows:

Most Popular Months:

- Feb – 1
- May – 1
- August – 5
- September – 3
- October – 2
- November – 4
- December – 4

Most popular days of week for the top twenty:

- Monday – 1
- Tuesday – 5
- Wednesday – 2
- Thursday – 5
- Friday – 7

Most popular lead story subject

- Budget– 1
- Business Development – 4
- Investments – 3
- Law – 1
- Politics – 2
- Regulation – 5
- Retirement – 2
- Tax – 2

The most popular lead story subjects tend to be if the articles are topical at the time.

Days of the week overall

Whilst the most popular days of the week are shown in the last page for the top twenty (most popular) bento bulletins, the below shows the average open & click through rates by days of the week for all bulletins over the entire year.

As you can see, in terms of open rate, it is Monday, Thursday and Tuesday that are the most popular open days and Monday, Thursday and Wednesday have best clicks.

As mentioned on the previous page, of the 'top 20' most popular bento bulletins we sent out in terms of open rate, Tuesday, Thursday and Friday were the most popular of those issues, even though the below table suggests Friday overall is not a particularly popular day overall!

Day	Sends	Opens	Open Rate	Clicks	CTR
Monday	227497	34687	15.25	2411	6.95
Tuesday	446770	64889	14.52	4156	6.40
Wednesday	304479	41048	13.48	2958	7.21
Thursday	240650	36525	15.18	2878	7.88
Friday	704308	96518	13.70	6080	6.30

By month

By Month	Bentos per month	Delivered	Opens	O/R %	Ave open per issue
January	7	105920	14420	13.61	2,060
February	9	135221	17931	13.26	1,992
March	7	101322	11761	11.61	1,680
April	10	140418	16796	11.96	1,680
May	11	195780	26735	13.66	2,430
June	12	199619	22797	11.42	1,900
July	10	161751	20415	12.62	2,042
August	9	171535	28363	16.53	3,151
September	9	165076	25941	15.71	2,882
October	10	175950	23545	13.38	2,355
November	11	188946	29638	15.69	2,694
December	10	180184	27445	15.23	2,745

By Opens

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November	11	188946	29638	15.69	2,694
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Bentos by Clicks

By Month	Bentos per month	Delivered	Click-throughs	CTR	Average clicks per Issue
October	10	175950	1986	8.43	199
August	9	171535	1948	6.87	216
July	10	161751	1932	9.46	193
June	12	199619	1806	7.92	151
May	11	195780	1688	6.31	153
September	9	165076	1413	5.45	157
April	10	140418	1406	8.37	141
November	11	188946	1359	4.59	124
December	10	180184	1185	4.32	119
February	9	135221	1177	6.56	131
January	7	105920	1074	7.45	153
March	7	101322	920	7.82	131

Bentos by click through rates

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July	10	161751	1932	9.46	193
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Bentos by average click per issue

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Scores

If you awarded scores to each area from best to worst, the below is what comes out on top, with the highest total being the best performing month overall.

Scores	Bentos per month	Delivered	Opens	O/R %	Clicks	CTR	Ave Opens Per Issue	Ave Clicks per issue	TOTAL
Aug	9	171535	11	12	11	6	12	12	64
Oct	10	175950	7	6	12	11	7	11	54
Sept	9	165076	8	11	7	3	11	9	49
July	10	161751	5	4	10	12	5	10	46
May	11	195780	9	8	8	4	8	8	45
Nov	11	188946	12	10	5	2	9	2	40
Dec	10	180184	10	9	4	1	10	1	35
Jun	12	199619	6	1	9	9	3	6	34
Jan	7	105920	2	7	2	7	6	7	31
Apr	10	140418	3	3	6	10	1	5	28
Feb	9	135221	4	5	3	5	4	3	24
Mar	7	101322	1	2	1	8	2	4	18

Frequency

This chart clearly shows that there hasn't been any adverse impact to increasing the number of bento bulletins we send out per month. In fact, it is was those that we sent out earlier in the year, when we we sent out fewer that actually got lesser traction.

Categories

In 2016 we sent out 125 bento bulletins which were allocated with 56 different categories. Articles can be allocated with more than one article.

We have run a count of articles placed on the site and in the Bento bulletins in 2016 to get an idea of what categories are the most popular, and what gets the best click through rate.

Most popular article types placed in Bento Bulletins

Across the year the following types of articles have been submitted to the bento bulletin more frequently:

Order	Category	Article Count	%
1	Investments	557	36%
2	Business Development	93	6%
3	Pensions	90	6%
4	Partner Webcasts	85	5%
5	Tax, Trust & ISA	70	4%
6	Protection	70	4%
7	Brexit	55	4%
8	Retirement	51	3%
9	Investment Commentary	42	3%
10	Partner Events	38	2%

Categories with best CTR

The below table shows which categories received the best click through rates in 2016.

Order	Category	CTR
1	CPD Library	7.50
2	Partner Awards	7.23
3	FSCS	7.14
4	Robo Advice	6.82
5	Partner Webcasts	5.45
6	Investment Commentary	5.41
7	FOS	5.33
8	Partner Videos	4.99
9	Partner Events	4.96
10	Partner Guides & Whitepapers	4.90

It is interesting to also note that whilst the most popular type of article we get sent through is 'Investment' which was categorised 557 times, it was the number 11 on our list with a click through of 4.77% per article.

Partner articles

In 2016 our partners sent us on average 40 articles throughout the year. This means that partners are submitting an article into a bento on average every third issue.

The top ten providing partner firms in 2016 were as follows:

Order	Company name
1	BNY Mellon
2	Prudential
3	M&G Investments
4	BlackRock
5	Fidelity
6	Royal London
7	Invesco Perpetual
8	FundsNetwork
9	Schroders
10	Canada Life

Most clicked Partner articles in 2016

Order	Title	Author
1	Property is a better bet...really?	Prudential
2	Means tested benefits and pension flexibility - how this could affect your client	Just
3	More on Active vs Passive investing ? fundamentally different approaches to investment management	M&G
5	Active vs Passive: the Great Investment Debate	M&G
5	The rising cost of retirement ? don?t panic, plan	BlackRock
6	BlackRock Retirement Institute	BlackRock
7	Looking for something for nothing?	Prudential
8	Emerging Markets: new directions	BNY Mellon
9	Royal London: Britain's "Forgotten Army"	Royal London
10	Loans from a Lisa - five things to consider before you borrow from yourself	Fidelity
11	Be careful for what you wish for!	Prudential
12	Measuring performance of a risk targeted fund	Allianz Global Investors
13	Financial Darwinism: the evolution of risk management?	Allianz Global Investors
14	Risk targeting: a friend in troubled times	Allianz Global Investors
15	Sign up to Round 3 of our Investment Intelligence Seminars 2016	Invesco Perpetual
16	Pension Dashboards around the World	Royal London
17	Contending with political uncertainty	BNY Mellon
18	The Rise of the Millennials and values-based investing	Standard Life Investments
19	Which industry is unlikely to see a pay rise in 2016?	BNY Mellon
20	Another positive year for the Prudential With-Profits Fund	Prudential

Summary

In terms of campaign planning for the future it may be useful to bare in mind the below, as a result of the analysis undertaken on previous pages.

Sends & Opens

From the analysis in the previous pages we can conclude:

- Image heavy emails stand out more and gain more opens and clicks than those with less imagery
- the volume of emails sent isn't an issue if the emails are seen to be timely and relevant to the recipient
- Advisers are more receptive to reading articles in traditionally quieter times such as the summer and early December
- Emails tend to be better read later in the week

Articles

Overall, it is interesting to see that August, November and December tend to be more popular months and this also tallies up with the months we tend to see more site activity too so this may help with your campaign planning in future.

For lead stories, the most popular reads are around regulation, business development or anything that is particularly topical.

For all articles in general (not just lead articles), those that generate more interest tend to be those with a focus on CPD, regulation, robo advice, videos, webcasts & events or guides & whitepapers.

The most viewed list is a good indication of the kind of article work very well and it may be worth taking a look at these for direction. There is also a direct correlation between those partners that provide more articles with those that are opened more. Which could suggest that readers of the bulletins are more receptive to articles from firms that they see more of.

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