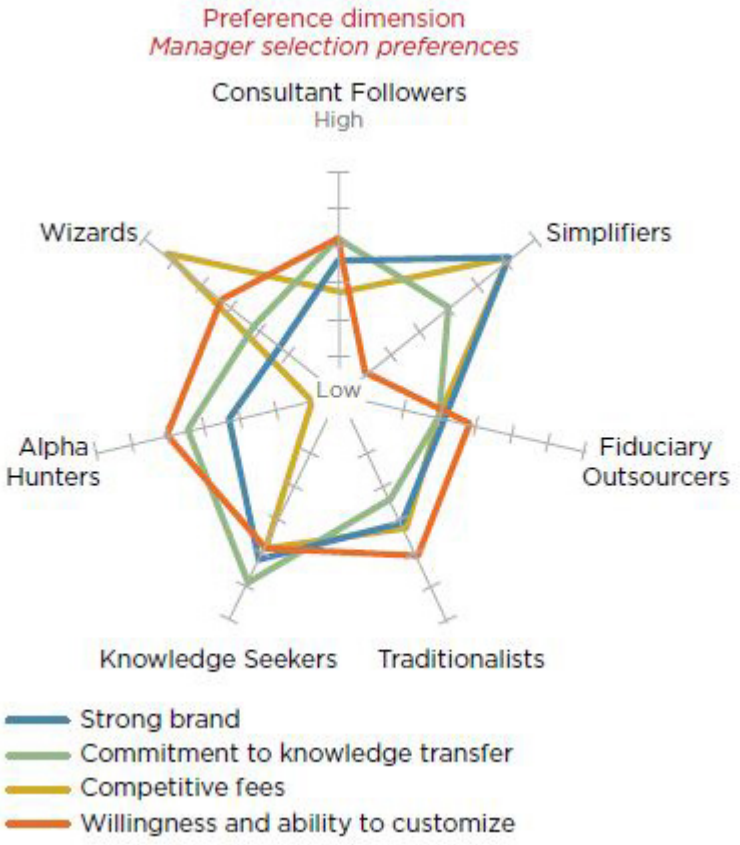
A Persona-Based Client Segmentation Model for Institutional Asset Managers

December 2, 2015

Managers are challenged with efficiently upgrading their distribution models to better serve a complex, fragmented institutional-client base. Meeting the diverging demands of investors presents managers with opportunities to be client focused.

Our recently released white paper, *The New Investor Segments: A Persona-Based Client Segmentation Model for Institutional Investment Managers*, reveals seven unique person a-types that every asset manager needs to recognize.

Leveraging Greenwich Institutional Investor Segments enables managers to optimize resource allocations, execute effective marketing initiatives and create product development aligned with client preferences.



The Bottom Line:

Greenwich Institutional Investor Segments can help you create a truly client-centric experience:

- Develop a deeper understanding of institutional investors and better predict their needs, behaviors and preferences to support your sales process and service model.
- Adapt to increasingly heterogeneous investor behavior and to the growing complexity of their needs.

Respond to increasing client fragmentation without introducing excessive complexity into their business models.

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www.greenwich.com | ContactUs@greenwich.com

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