

WEALTHTECH RESEARCH & ADVISORY SERVICE: DIGITAL ADVICE

FIRST INSTALLMENT 2019 SERIES

Changing Attitudes Towards Digital Advice:
Target Customer Segments Are Changing
Year Over Year

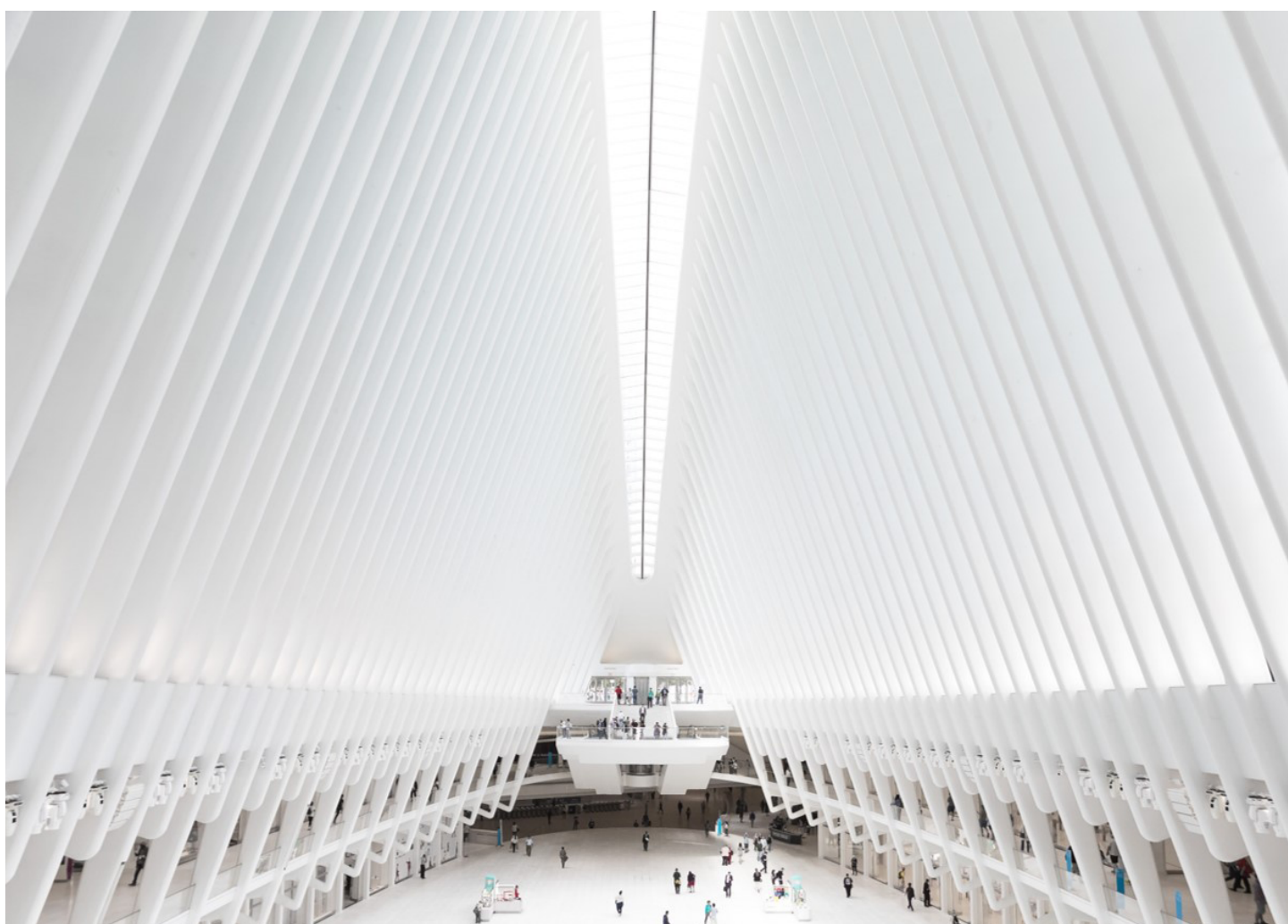
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ABOUT PARAMETERINSIGHTS' WEALTHTECH RESEARCH & ADVISORY SERVICE

Innovation in the North American financial services market is fast approaching a point of inflection. Near-ubiquitous mobile access, multi-channel delivery, and technological evolution are rapidly altering consumer attitudes, behaviors, and expectations.

ParameterInsights' 2019 WealthTech Research and Advisory Service comprises two separate annual reporting series. The first is a four-part series covering digital wealth advice (i.e. robo-advisors). The second is a two-part series covering self-directed investing via online discount brokerages. Both series provide timely and relevant analyses that surface unmet consumer needs, evaluate current market participants, and provide in-depth discussion and implications of key results aimed at giving our subscribers an edge.



ABOUT PARAMETERINSIGHTS

ParameterInsights is where data meets strategy: simply and reliably. We combine deep sector expertise with custom research to provide our clients with data-driven and highly consultative solutions.

REPORT OVERVIEW

This report focuses on digital wealth advisory services. Modern approaches to personalized investing (and ongoing investment management) rely heavily on modern portfolio theory, which is typically implemented via software-managed investment products such as ETFs.

In some cases, automated financial services are combined with human advisor interactions but the overall experience is delivered to clients over the Internet.

Though digital advisory services were born into the US market in 2008, brands are still building overall awareness as the market matures.

The proliferation of digital channels among consumers of all categories is driving the notion that digital wealth management innovations hold the potential to disrupt the competitive landscape of an important area of financial services.

The purpose of this report is to measure and analyze demand for these changing services as well as supplier activity and market impacts.

The report is divided into three sections, each addressing a key topic with empirical data and in-depth discussion of managerial implications.

We acknowledge the formal distinction between the terms “advisor” and “adviser” but use “advisor” consistently throughout this report to refer generally to entities providing financial services or guidance to clients.

