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SEI Survey: Client Segmentation Becoming More Prominent Marketing Strategy for Advisors

Nearly 80 Percent of Advisors Use Segmentation; Niche Strategies Not Widely Used

OAKS, PA -- (Marketwired) -- 09/09/14 -- A growing number of financial advisors believe that client segmentation is a valuable and viable marketing strategy to build a more specialized client base, according to a survey released today by [SEI](#) (NASDAQ: SEIC). The survey revealed that nearly 80 percent of advisors use a form of segmentation with their clients, but niche strategies remain an untapped opportunity ([click here for infographic](#)). Only 14 percent of respondents currently segment based on personal attributes of their clients, while just 2 percent segment by their clients' investment goals. The survey consisted of 391 advisors.

Traditional forms of client segmentation are still the most commonly used strategies. One-third (32 percent) of advisors segment clients based on their investible assets, while 19 percent do so by the revenue each client generates for the firm.

"These statistics demonstrate that advisors frequently segment by what is important to them, not their clients," said [John Anderson](#), Head of SEI Practice Management Solutions, [SEI Advisor Network](#). "Niche marketing gives advisors a huge opportunity to build better relationships with their existing clients and provide more personalized services -- something investors value heavily. This strategy also encourages advisors to focus their marketing efforts on a type of client with similar needs or attributes, and gives them the chance to become more efficient in all aspects of their business."

Advisors are starting to narrow their focus with 37 percent saying that they have a general idea of the audiences they want to target, while 30 percent have a specific idea about the people they want to target.

SEI conducted the survey during its recent webinar, Build Client Affinity Through Segmentation, Niche Marketing and Service. SEI's [Building Client Affinity Toolkit](#) is available for advisors who would like help with segmentation and niche marketing.

About The SEI Advisor Network

The SEI Advisor Network provides financial advisors with turnkey wealth management

services through outsourced investment strategies, administration and technology platforms, and practice management programs. It is through these services that SEI helps advisors save time, grow revenues, and differentiate themselves in the market. With a history of financial strength, stability, and transparency, the SEI Advisor Network has been serving the independent financial advisor market for more than 20 years, has over 5,700 advisors who work with SEI, and \$44.8 billion in advisors' assets under management (as of June 30, 2014). The SEI Advisor Network is a strategic business unit of SEI. For more information, visit www.seic.com/advisors.

About SEI

SEI (NASDAQ: SEIC) is a leading global provider of investment processing, investment management, and investment operations solutions that help corporations, financial institutions, financial advisors, and ultra-high-net-worth families create and manage wealth. As of June 30, 2014, through its subsidiaries and partnerships in which the company has a significant interest, SEI manages or administers \$602 billion in mutual fund and pooled or separately managed assets, including \$249 billion in assets under management and \$353 billion in client assets under administration. For more information, visit www.seic.com.

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