



ON24 FOR FINANCIAL SERVICES

In the highly competitive world of financial services, the companies that succeed will be the ones that build trust with customers, create strong community connections, and foster ongoing engagement. ON24 webinars provide the platform financial services institutions need to generate new business, build customer loyalty, and provide guidance and certification for employees and partners.

ON24 has successfully helped financial services companies lead the way in the growing online information marketplace for over a decade. With a substantial history of serving heavily regulated industries, ON24 understands what it takes to satisfy government regulatory, compliance, and customer-data confidentiality requirements.



CEG Webinar: Driving Extreme Client Loyalty

PURPOSE-BUILT FOR MARKETERS

Webinars are a key marketing tool for generating new leads and driving engagement – and ON24 Webcast Elite is the only webinar platform specifically built with marketers in mind. From demand gen to content marketing to marketing analytics, ON24 can help you increase pipeline and grow your client base.

A RICH USER EXPERIENCE

ON24 Webcast Elite helps you deliver dynamic events that will create a connection between the prospect and the brand, deepen consumer engagement, and accelerate business cycles.

- **Branding.** With ON24's fully customizable webinar consoles, your events will shine with your logos, colors, imagery, and brand messaging.
- **Interactivity.** The ON24 platform offers more than 30 interactive tools, including polling, Q&A, chat, and group collaboration to give your audience more ways to engage.
- **Multimedia events.** With ON24, you can integrate on-camera presenters, stream live industry updates, and share engaging video clips in every webinar.

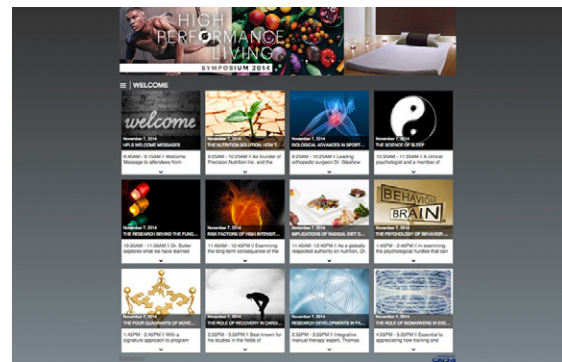
ALL THE METRICS THAT MATTER

ON24 engagement scoring delivers behavioral analytics that tell you which prospects are the most interested, so your account teams know where the best leads are. And the dashboard provides valuable performance benchmarks and instant insight into how your webinars stack up to other events in your industry.

Even better, ON24 Webcast Elite can become a seamless component of your existing marketing technology stack. ON24 integrates with all the most popular CRM and marketing automation platforms, giving you same-day access to your event data.

EXTENDED VALUE FROM YOUR WEBINARS

With ON24, you can easily publish all your past events to a powerful on-demand webinar and video portal, extending the life of your content and the value of your webinars. ON24 portals deliver the same demographic and behavioral data to enhance your on-demand lead generation. That means more leads, and more value, with no additional effort.





EASY ACCESS FROM ANY MOBILE DEVICE

In the office, at home, at the airport, on the subway – there’s no way to know where your prospects will be when they log in to your next webinar. While other webinar tools force users to download extra apps and plugins, ON24 Webcast Elite always supports the latest mobile and tablet platforms, including Apple iOS and Android devices.

“ON24 has the best webcasting technology for marketers.”

– The Forrester Wave™: Enterprise Video Platforms And Webcasting, Q1 2015, Forrester Research, Inc.



TESTING AND CERTIFICATION

ON24’s test and certification widgets transform your webinars into powerful education tools to provide continuing education for your partners and employees. Our reporting and analytics dashboards display the pass/fail status of all attendees, as well as detailed reports on each individual’s performance. Automated certificate generation enables you to provide instant certification to all qualified attendees.

TRUSTED BY KEY FINANCIAL SERVICES BRANDS

Financial services companies of all sizes use ON24 Webcast Elite for lead generation, market commentaries, regulatory panels, certification, and more.



HOW ON24 SERVES FINANCIAL SERVICES

- 5 OF THE TOP 10 ASSET MANAGEMENT COMPANIES USE ON24
- 6 OF THE 10 LARGEST WEALTH MANAGEMENT FIRMS IN THE US USE ON24
- WE HOST ALMOST 5,000 FINANCIAL SERVICES WEBINARS EVERY YEAR, WITH 4 MILLION REGISTRANTS AND 2 MILLION ATTENDEES
- MORE THAN 4,600 HOURS OF ON24 WEBINARS ARE WATCHED EVERY DAY

