

# Broadridge Advisor Solutions Enhancements

We're excited to share the following updates and enhancements released from November 2018 through October 2019, as well as future releases that are coming soon.

## Website Administrator

- Added security with SSL Certificates  
*Please Note: SSL Certificates are currently available as an add-on but will automatically be included for Websites as part of the monthly hosting service starting January 2020*
- Accessibility updates for the majority of available site style templates
- Advanced reporting with Google Analytics
- Ability to integrate social media tracking pixels for retargeting campaigns
- Hero slider customizations
- Callout box header customizations
- Website navigation customizations
- Company logo website home button
- Individual associate headshots and information module
- Semi-Custom premium website design templates
- Single Sign On from Advisor Portal
- **Coming Soon:** Gated Content Module to capture leads
- **Coming Soon:** Contacts captured through form fills will be added to your Advisor Portal contacts
- **Coming Soon:** Advisor Portal content will link back to your Advisor Website

## Advisor Portal

- Enhanced Social Sharing capabilities to share content across Facebook, LinkedIn, and Twitter, including automated, scheduled and on-demand posts
- Robust Social Sharing analytics for advisors and broker-dealer profiles
- Improved search functionality
- Content Library providing single location for all Advisor Portal content with easy sharing capabilities
- Enhanced Marketing Calendar
- Concept Video Set & Forget Campaign
- Concept Video Set & Forget Calendar
- Improved Prospect Form
- Content Star Ratings
- Advisor Portal Feedback Form
- Group Filter functionality for Manage Contacts
- Launch of What's New section to communicate portal updates
- Broker-dealer provided content available to share via email and social channels
- **Coming Soon:** Email scheduling
- **Coming Soon:** CRM integrations

## New Solutions & Content

- Digital Lead Optimizer – innovative client prospecting campaign
- My Marketing Partner – customized marketing consulting and campaign execution
- Seminar Coaching – one-on-one guidance to maximize your seminar events
- 282 new pieces of content added to Advisor Portal, including Advisor Alerts, Client Alerts, Concept Pieces, Concept Videos, eCards, Market Summaries, Newsletter Articles, and Video Alerts
- New Seminar – *How Health Can Affect Your Wealth in Retirement*

## Client Support

- Expansion of Client Support team to increase technical support bandwidth
- Expansion of Client Success team to increase marketing consultation and solution optimization bandwidth
- Website Optimization webinar series
- Upgraded Help Desk software
- New broadridgeadvisor.com website providing on-demand webinars, whitepapers and additional marketing education resources

## Discover more ways to maximize your marketing.

Contact Broadridge Advisor Solutions

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