

Digital Insights: 3 Ways Industry Leaders Stand Out with Email

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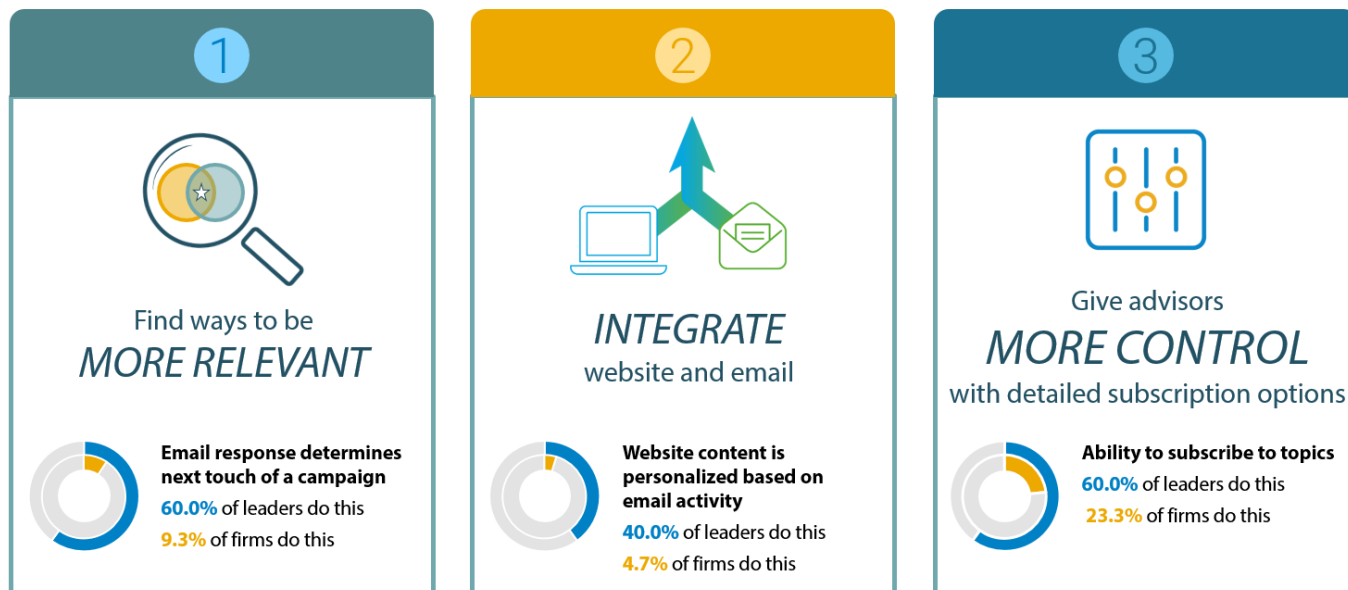
by Michael Cogburn

Industry leaders in digital engagement have more advanced email capabilities. This month's infographic highlights three specific ways that the email channel improves customer experience—and where these capabilities separate the top firms from the pack.

With Digital Insights, DST Research, Analytics, and Consulting analyzes website and email data from asset managers to help firms benchmark their digital initiatives against industry peers. Monthly infographics provide actionable insights and recommendations to help e-business teams and digital marketers stay ahead of the curve.

3 WAYS INDUSTRY LEADERS STAND OUT WITH EMAIL

What do they do differently?



Source: Digital Engagement Leaders 2018: Engaging Advisors Based on Investment Discretion; DST Research, Analytics, and Consulting

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