

# EMBRACING 4U ENGAGE

## A 4U Case Study

### CHALLENGES

When Investment Companies first join 4U, it's typically at the request of one or more of their Wealth Management partners, to begin submitting content via 4U for approval to use with their field users. Because the first use is as a compliance submission tool, organizational "ownership" of 4U often starts with an Investment Company's compliance group. As more Wealth Management partners are added, and those partners enable 4U Engage - thereby making content available to their advisors and field users - many Investment Companies shift ownership of 4U to their Marketing and/or National Sales Teams, adopting 4U as a distribution channel. Take a look at the results at one Investment Company after a 4U Engage review with their National Sales team.

#### At a glance

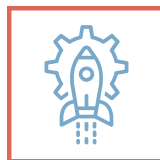
The case study Investment Company expanded ownership of 4U beyond their compliance and submitter teams. After participating in a 4U Engage review with the 4U team, and implementing suggested best practices, the Investment Company saw significant, immediate increases in overall engagement on 4U.

### ACTION: 4U ENGAGE REVIEW

Let's look at the actions and results of one 4U Investment Company:



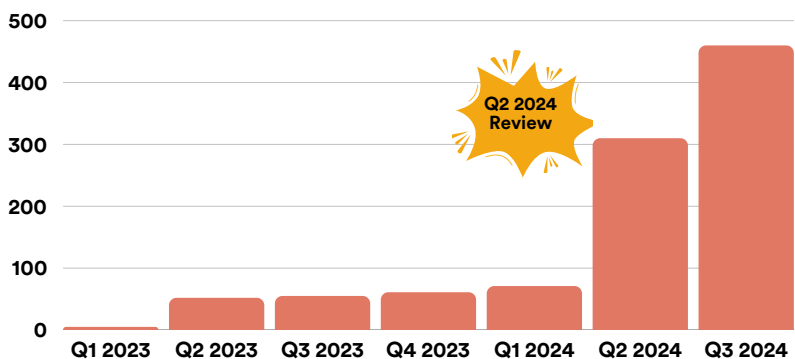
In May, 2024, 4U hosted a 4U Engage consultation with the case study Investment Company. Attendees were comprised of relationship managers, content submitters and marketing and digital marketing team members of the Investment Company. The 4U team reviewed the Investment Company's instance, provided a demonstration of the Field User experience and recommended actions based on best practices.



Following the session, the Investment Company began implementing the following: adding more content, tagging content to increase "findability", employing efficient content submission practices including "versioning", adding internal and external wholesalers to the platform as users, leveraging the 4U team to train sales team users and begin utilizing company-specific links to share their company page and content.

### RESULTS

By involving a broader national sales team and implementing key 4U Engage best practices, the Investment Company saw a significant and immediate increase in overall engagement.



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WM user activities include views, bookmarks, downloads company follows, info requests, meeting requests and calendar adds, among others.