

Digital Lead Generation

Transform your website visits into actionable sales leads

Enhance your marketing and lead generation strategy by connecting your advisor website traffic to Discovery Data business profiles and contact information.



INCREASE SALES OPPORTUNITIES



Transform anonymous website visitors into actionable sales leads to optimize your sales efforts and convert leads.

TARGET ADVERTISING



Identify the marketing that drives advisor site visits to fine tune your strategy.

GAUGE ADVISOR PRODUCT INTEREST



Gain valuable insights into the most engaged webpages to allow for nurturing of your engagement.

DETERMINE MARKETING SUCCESS



Target advisors interested in specific products with tailored marketing messages to maximize the efficiency of each campaign.

QUANTIFY AND PROFILE ADVISOR TRAFFIC



Understand the demographic of your site visitors – channel, firm, market segment – to inform a customized marketing approach.

Targeted Access to Top-Tier Allocators Representing \$7 Trillion AUM

Smart data you can leverage

280K+

Total unique financial services professionals with at least one IP address

142K+

Total IPs unique to one advisor in the dataset

12K+

Pure RIA Firms: Top BD Firms with an IP Available

86%
(161K+)

Total unique financial services professionals with at least one IP address

INTERESTED? CONTACT US AT FSP@FLXNETWORKS.COM TO LEARN MORE.