

e-Delivery: Online Search Behavior Report

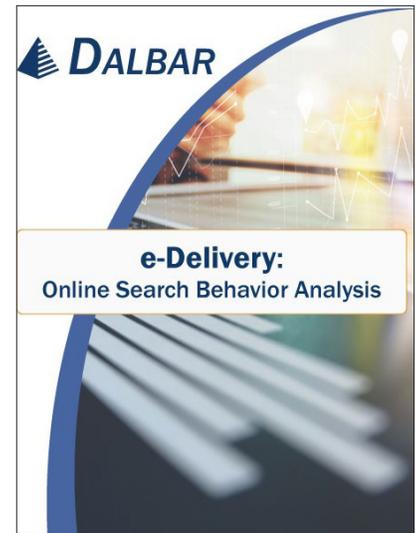


THE CHALLENGE

Despite considerable progress with e-Delivery uptake among consumers, many financial services firms across the country are faced with the same challenge: how to improve e-Delivery adoption rates among their customers.

The next phase of e-Delivery adoption will undoubtedly be driven by a more detailed understanding of customer needs and a more segmented approach to e-Delivery adoption campaigns.

To help financial services firms achieve this goal, DALBAR has put together a unique and innovative study of online search behavior related to e-Delivery that will provide detailed, data-driven insights into consumer behavior, specifically when it comes to seeking out e-Delivery solutions.



FEATURES

How users search for e-Delivery solutions
(Based on demographic information)

- Geographical Location
- Age
- Gender
- Household Income

Analysis of search terms and keywords used to find e-Delivery solutions including:

- Top Performing Keywords, Phrases

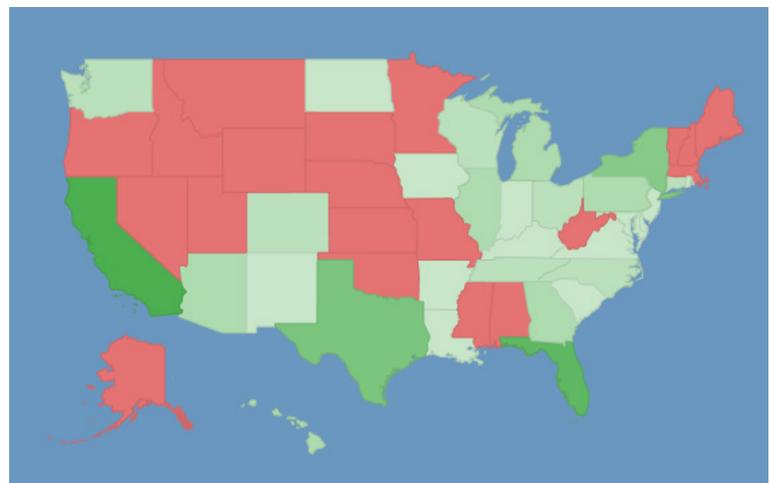
Sign-up Experience

- What do consumers experience when seeking out e-Delivery solutions online?
- What kind of technology are consumers turning to when seeking out e-Delivery solutions, and how do desktop and mobile experiences differ?

BENEFITS

Firms who purchase this report can expect to:

- Gain a better understanding of consumer behavior online with respect to e-Delivery
- Create more effective adoption campaigns based on data-driven segmentation
- Improve the communication strategies and channels for e-Delivery programs online
- Improve e-Delivery program efficiency with better impact of campaign messaging



Snapshot of online user traffic by state using keywords related to e-Delivery.

Most amount of clicks Least amount of clicks

SUMMARY

Despite the existence of e-Delivery as a solution for many financial services firms, paper statements are still being sent out month after month.

By incorporating a deeper understanding of who is and isn't actively seeking out e-Delivery solutions and support online, firms can enhance their content offering as well as target and structure messaging with more precision.

See what customers are talking about when it comes to e-Delivery and align your firm with the right conversation.