

Panacea Adviser



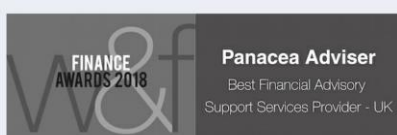
Partner Newsletter – August 2019

What's been happening, what's coming up, site stats and everything else Panacea related...

Monthly Newsletter

“It takes a lot of hard work to make something simple, to truly understand the underlying challenges and come up with elegant solutions.”

Steve Jobs



July 2019 Matters

Investment commentary analysis

During a meeting in July we were asked if we could produce a summary of what type of Investment Commentary advisers were particularly interested in reading about. We have consequently created a summary document, which shows the kind of articles that are most read and the articles that are most read in accordance with the sector they fall into. I hope you find this of interest.

http://www.panaceapartners.co.uk/panaceapartnerdocs/investment_comentary_analysis_jul19.pdf

Don't forget we can also target solus mails not only by demographics and volumes of business but by types of articles that have been read.

BrightTalk Syndication

If you run BrightTalk Webinars, don't forget you can syndicate to our own 'Panacea Adviser' channel.

All you need to do is put a syndication request into syndication.request@brighttalk.zendesk.com and ask that they Syndicate your specific webinars onto the 'Panacea Adviser' channel (<https://www.brighttalk.com/channel/8117/>)

BrightTalk will then send an email through to me, to press a button to approve so it's a really simple, easy process.

We have 2,144 subscribers on the Panacea Adviser channel so this could be another good way of increasing the number of views your webcast receives.

Panacea & GDPR

In July we updated all firms on the rigorous processes we undertake both now and dating back to almost 14 years ago when we started. To view the email we sent [click here.](#)

July 2019 Matters

Marketing Intelligence – Panacea Partner site

We are delighted to announce the launch of the Marketing Intelligence area of the Panacea Partner site -

http://www.panaceapartners.co.uk/main/p225/marketing_intelligence.htm

Here you can find reports, guides and marketing intelligence to help with targeting Financial Advisers and creating useful and effective copy. Created by Panacea and partners.

Solus of the Month

Congratulations to Standard Life who won our ‘most opened solus of the month’ award with their mailing [‘Top slicing relief changes advisers need to know’](#).

Partner Article of the Month

Congratulations to Rathbones who won our ‘most clicked article of the month’ award with [‘Rathbones Investment Insights Q3 2019’](#).

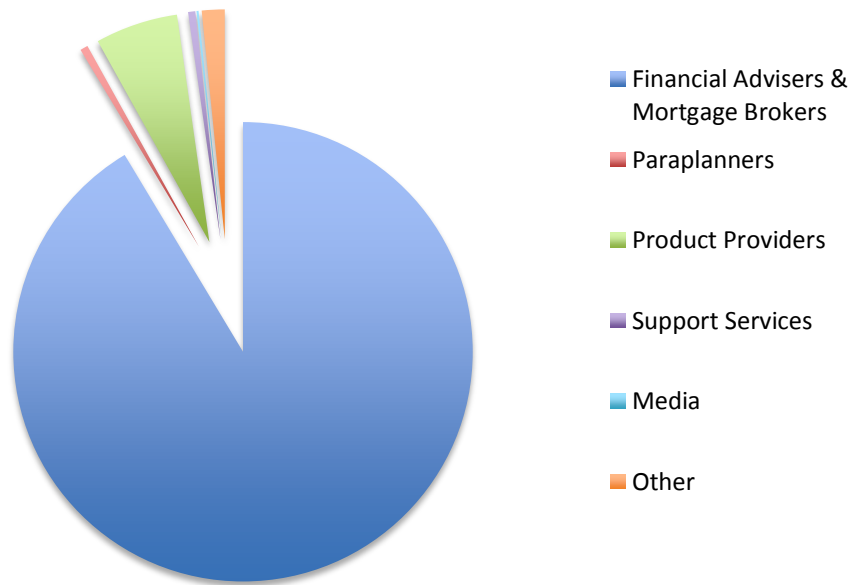
Thank you’s and renewals

This month we would like to extend a warm welcome to both Zurich and Square Mile. We look forward to working with you over the coming months.

Derek Bradley, CEO
Panacea Adviser

Bento bulletin recipients

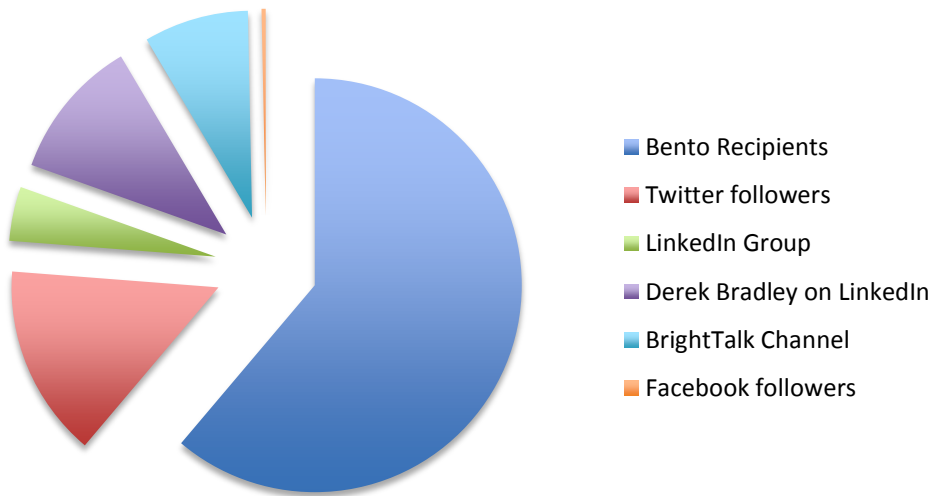
The Bento bulletin recipients are broken down as follows as at end of July 2019.



Type	Amount
Financial Advisers	22,303
Paraplanners	71
Product Providers	594
Support Services	88
Media	21
Other	239
TOTAL	23,316

Panacea community

The total community is broken down as follows as at end July 2019.



Communication	Amount
Bento recipients	23,316
Twitter	3,797
LinkedIn Group	1,038
Derek Bradley LinkedIn	3,176
BrightTalk Channel	2,115
Facebook	80
Total	33,522

Site Stats – July 2019

Overall Visits



3,193

Pages Viewed



5,399

Unique Visits



2,513

Mobile & Tablet usage



18%

Top Ten Most Viewed Pages

[Home](#)

[News & Views](#)

[About us](#)

[Tools and resources](#)

[Learning and development](#)

[Events](#)

[Partner page - Seneca](#)

[IFA Marketing](#)

[Partner Page - Aviva Investors](#)

[CPD Library](#)

Bento bulletin stats

The most opened Bento was 8th July with 2,798 opens (13.38% OR)
 The most clicked Bento was 3rd July with 185 clicks (7% CTR)

Issue No	Issue Date	Deliveries	Opens	Open Rate %	Click-throughs	CTR %
1054	Jul 1, 2019	21,114	2694	12.76	101	3.7
1055	Jul 3, 2019	20,910	2717	12.99	185	6.8
1056	Jul 8, 2019	20,916	2798	13.38	110	3.9
1057	Jul 10, 2019	20,918	2591	12.39	108	4.2
1058	Jul 12, 2019	20,594	2665	12.94	80	3.0
1059	Jul 15, 2019	20,711	2547	12.30	67	2.6
1060	Jul 17, 2019	20,590	2567	12.47	86	3.4
1061	Jul 19, 2019	20,581	2671	12.98	131	4.9
1062	Jul 23, 2019	20,097	2530	12.59	113	4.5
1063	Jul 25, 2019	20,486	2273	11.10	133	5.9
1064	Jul 29, 2019	20,449	2563	12.53	181	7.1
Total		227,366	28,616	12.59	1,295	4.53

Note: **Open rates are minimum rate. If viewed in the preview panel** of an email system, this is not counted as an official 'open'. We also don't count any reads via Twitter or LinkedIn within this.

Top ten news stories

Issue	News story
1055	Brexit fallout, would you employ Olly Robbins?
1064	What they don't teach you at financial planning school
1062	Where do you find new clients?
1063	Rathbones Investment Insights Q3 2019
1060	The joy of missing out
1063	Zurich: What if clients exploited all their allowances?
1057	Crime, punishment and tax
1055	Talking with David Cumming
1055	Schroders: Where's the value in European equities?
1061	A new helmswoman at the ECB: "Creativity takes courage"

Top ten partner stories

Issue	Partner	Article	% Of Clicks
1063	Rathbones	Rathbones Investment Insights Q3 2019	7%
1063	Zurich	Zurich: What if clients exploited all their allowances?	5%
1054	Aviva Investors	Talking with David Cumming	4%
1055	Schroders	Schroders: Where's the value in European equities?	4%
1061	Invesco	A new helmswoman at the ECB: "Creativity takes courage"	4%
1056	Legg Mason	Legg Mason: Markets Now: Review and Update	3%
1061	FundsNetwork	FundsNetwork: The State Pension: two separate systems	3%
1056	Royal London	Royal London: What to do when someone dies	3%
1057	Defaqto	Defaqto: Discretionary Management and CGT	3%
1057	Royal London	Royal London: Register for our next protection webinar - Why mortgage clients need income protection	2%

What's coming soon...

Search engine optimisation

We are currently working on ways to improve search engine visibility and increase visits to the site.

Partner Event

We are in the early stages of planning the next partner event and as soon as we have more details we will let you know.

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