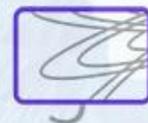


Panacea Adviser



Partner Newsletter December 2018

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



Hallmark of Innovation
Financial Innovation Awards
Finalist - 2016

November 2018 Matters

2018 has been a great year for Panacea, and that is really down to three factors, our growing community (now at a record level), our supporting firms and the most valuable resource, our data.

We are aware that others may dabble in our space, some may even blatantly copy what we do, but, absolutely nobody else has the level of independently verified, cleaned data that we hold. And it is yours to use.

This has been built up over 12 years and the effect of this is to be able to accurately segment for you, a database of some 22,000 in so many ways. By firm, RI, postcode, interests, business types and volumes, size, data de-dupe and more.

The year end has seen the long awaited engagement confirmed for 2019 of Old Mutual . Additionally, we are delighted to welcome Curtis Banks and Dynamic Planner to the community and a return for AEGON. Plus we would like to thank Aviva, Schrodgers and Prudential for renewing their partnership with us for another year.

This will be the last report for 2018 and will return in February 2019.

A big thanks goes to all of our valued partner firms, the staff who make it all work at those firms and of course our team from me, without which none of this would be possible.

I wish everyone a great Christmas, a relaxing break and of course a positive and productive 2019

Derek Bradley
Ceo, Panacea Adviser

November 2018 Matters

Touchstone Q3 Data

In November we had our data cleansed by Autus Data Services and then Touchstone analysed the Panacea community and provided business volume analysis.

To view a more detailed breakdown of all areas advisers within the Panacea community are writing business please visit:

<http://www.panaceapartners.co.uk/touchstone+data.htm>

Following the Touchstone data cleanse we also updated the community breakdown which can be found at:

<http://www.panaceapartners.co.uk/panacea+usage.htm>

FCA Register Landscape Guide

In November we worked with Autus Data Services to create a guide on FCA Register Landscape.

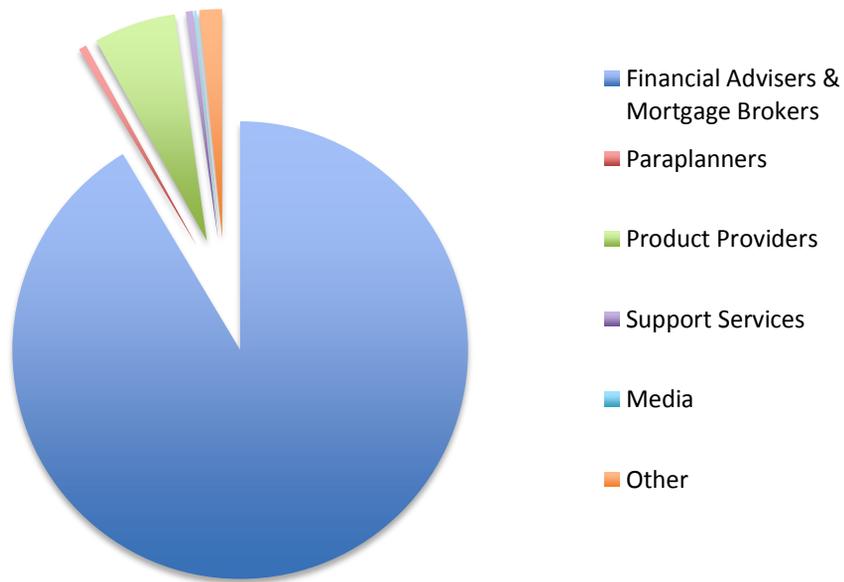
The Guide contains a market overview, details of new additions, leavers and movers, and provides an overall picture of the investment advice market.

Find out more and download the guide

[Find out more and download the guide](#)

Bento bulletin recipients

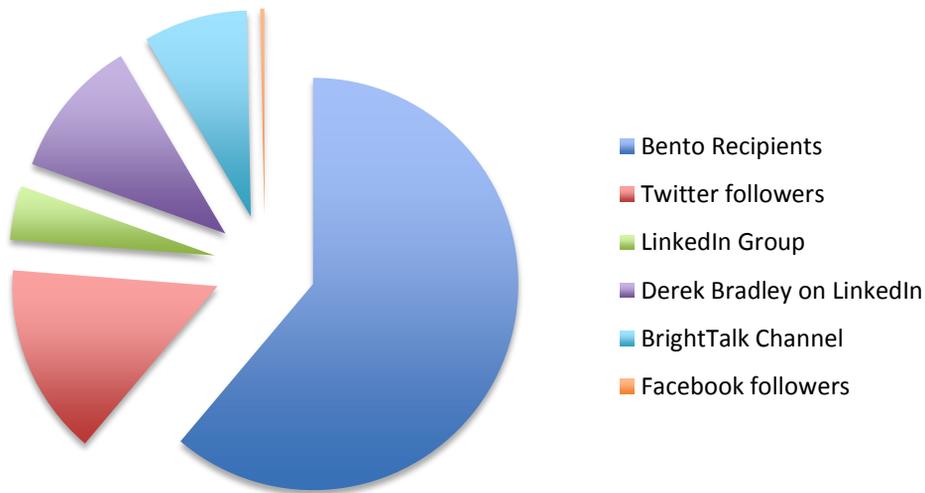
The Bento bulletin recipients are broken down as follows as at end November 2018.



Type	Amount
Financial Advisers	21,234
Paraplanners	70
Product Providers	741
Support Services	88
Media	21
Other	244
TOTAL	22,398

Panacea community

The total community is broken down as follows as at end November 2018.



Communication	Amount
Bento recipients	22,398
Twitter	3,766
LinkedIn Group	1,048
Derek Bradley LinkedIn	3,010
BrightTalk Channel	2,044
Facebook	80
Total	32,346

Uniquely, we also communicate and post our Bento Bulletin to members of 42 LinkedIn groups with an outreach of c.500,000

Site Stats – November 2018

Overall Visits



4,626

Pages Viewed



7,800

Unique Visits



3,765

Mobile & Tablet usage



17%

Social Media Posts



34

Social Media Clicks



50

Top Ten Most Viewed Pages
Home
FOS cunning plan to destroy smaller IFA firms
Great people skills in an instant
News & views
It's that time again... Who are the most influential financial service tweeters in the UK?
Physical Fitness in Retirement and later life
Tools & Resources
About us
Events
My claim solved

Bento bulletin stats

Issue No	Issue Date	Deliveries	Opens	Open Rate %	Click-throughs	CTR
979	Nov 1, 2018	21,271	2420	11.38	171	7.1
980	Nov 5, 2018	21,007	3904	18.58	502	12.9
981	Nov 12, 2018	23,158	4003	17.29	460	11.5
982	Nov 14, 2018	23,012	4578	19.89	244	5.3
983	Nov 20, 2018	22,730	2766	12.17	123	4.4
984	Nov 23, 2018	22,602	2850	12.61	168	5.9
985	Nov 27, 2018	22,523	3524	15.65	359	10.2
986	Nov 29, 2018	22,449	2782	12.39	102	3.7
	TOTAL	178,752	26,827	15.01	2,129	7.94

Note: Open rates are minimum rates as if they are 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
981	FOS cunning plan to destroy smaller IFA firms
985	Great people skills – in an instant!
982	Physical Fitness in Retirement and later life
980	Defaqto: DFM service review 2018
980	Read the first issue of Enlightenment, the funds magazine from Baillie Gifford
979	BlackRock's Global Investment Outlook Q4 2018
984	Have you seen Prudential's Life Event hub
980	Royal London: Death benefits; our top five frequently asked questions
983	BlackRock - Unlock the Value of Big Data
980	Baillie Gifford: Bond Beats - #1 PureGym

Top ten partner stories

Issue	Partner	Article	% Of Clicks
980	Defaqto	Defaqto: DFM service review 2018	8%
980	Baillie Gifford	Read the first issue of Enlightenment, the funds magazine from Baillie Gifford	7%
979	BlackRock	BlackRock's Global Investment Outlook Q4 2018	7%
984	Prudential	Have you seen Prudential's Life Event hub	5%
980	Royal London	Royal London: Death benefits: our top five frequently asked questions	5%
983	BlackRock	BlackRock - Unlock the Value of Big Data	4%
980	Baillie Gifford	Baillie Gifford: Bond Beats - #1 PureGym	4%
986	Aviva	Webcast - Adviser Business Accelerator: Helping you to win more protection clients. Faster	4%
984	FundsNetwork	FundsNetwork's State Pension guide	3%
985	Wizard Learning	Wizard Learning: Nov news: J11 Wrap and platform services, R06 and AF5	3%

What's coming soon...

Top Twitter Awards

Keep your eyes out for the winners of our Top Twitter Awards which we will be announcing in December.

Christmas & New Year Bento Bulletins

We anticipate that our last pre Christmas Bento will be sent on or before the 21st December. Our last solus mail will be sent on or the 21st December, both depending on content.

If you have any solus mails between now and then that you wish to send, do let James know as soon as possible please.

Between Christmas and New Year we will look to send out our 'Best of 2018' Bento Bulletins as we did in 2017 as these proved to be particularly popular.

Subject to the amount of content we are given and for the New Year we will start on or just after 7th January 2019.

Don't forget

Our next monthly newsletter as always will be at the beginning of February and will include a summary of 2018 activities. However, if you do need anything before then please don't hesitate to contact us or don't forget we have a wealth of information about Panacea on our 'Panacea Partners' website which can be found by going to www.panaceapartners.co.uk

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