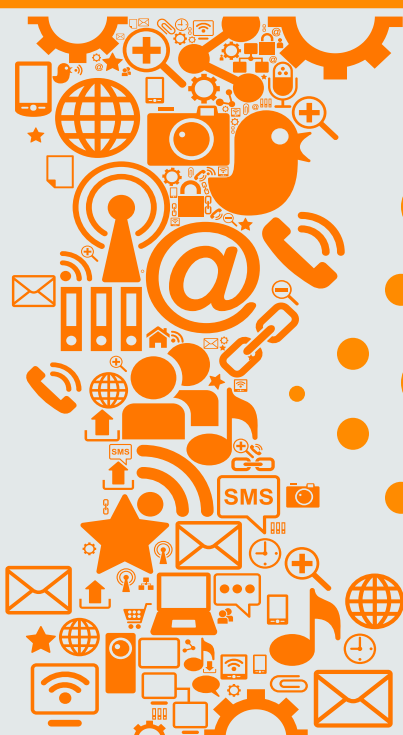


SOCIAL STRATEGY FOR FINANCIAL SERVICES

Better Insights & Content | Faster Service & Growth | Drive Compliance

COMMUNICATION HAS CHANGED



66%

of American adults with an investment account have profiles on Facebook, Twitter, or LinkedIn¹

58%

of customers are more likely to post their customer service story on social media sites than 5 years ago²

89%

of consumers switched to a competitor after a poor experience ago³

How are you leveraging social media to grow your business?

GET BETTER INSIGHTS



29%

of banking customers have posted a complaint about the service of their bank or credit union⁴



87%

of bank customers find their banks' use of social media boring, annoying, or unhelpful⁵



52%

of consumers believe that their banks' use of social media is ineffective⁶



Capture social customer feedback to improve your business

CREATE MORE ENGAGING CONTENT



70%

of financial advisors are already using social networks for business purposes⁷



62%

of financial advisors found new clients on LinkedIn. 71% found active targets there⁸



58%

of financial marketers intend to leverage social media more than they do today⁹



Use insight to create the most engaging content for your brand

SCALE SOCIAL CUSTOMER SERVICE



10%

of customers are now interacting with banks on social media channels¹⁰



53%

of banks do not currently do any social customer service¹¹



71%

of customers who experience positive social care are more likely to recommend the brand¹²



Scale your social customer service efforts

ACCELERATE SALES GROWTH



50%

of investors want to connect with their advisors on social media¹³



32%

of financial advisors who gained business on LinkedIn gained \$1M in new assets.¹⁴



44 year olds

and under investors are more likely to connect with advisors on social media than those over 45¹⁵



Find and connect with qualified leads on social channels

STAY COMPLIANT



Pre-approve content and track approval history



Complete audit trail of published content on social channels



Auto alerts of problematic posts for quick remediation



Integrations with existing email supervision and archiving software



Stay compliant with FINRA and SEC regulations

ENTERPRISE SOCIAL STRATEGY means you get



BETTER INSIGHTS



BETTER CONTENT



FASTER SERVICE



FASTER GROWTH



COMPLIANCE FUNCTIONALITY

Start modernizing today: www.oracle.com/social

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