



RESEARCH STUDY:

Top of Mind Growth Strategies
Empowered by Technology



Executive Summary

In this first-of-its-kind, multi-year study of over 43,000 individual sales producers, HW Media has verified that there is a direct correlation between producer productivity and producers advertising to targeted audiences in order to stay top of mind. The study found that the use of Custom Audience advertising through Adwerx was statistically correlated with a 15% increase in producer productivity, highlighting a valuable opportunity for enterprises to provide a proven marketing edge for their producers to engage with their network of clients and prospects to win more business.

Units of Productivity (per year)	Improved Performance
1-10 units	23.5% more productive
11-25 units	17.4% more productive
26-50 units	13.6% more productive
51+ units	14.0% more productive



Sales Organizations Using Adwerx to Keep Producers Top of Mind with Their Networks See 15% Lift in Sales Producer Productivity

A new study verified by HW Media reveals that producers in the “relationship sales” business can exponentially scale growth by leveraging their personal networks through Adwerx

There is a popular theory held by both leadership at sales organizations and their sales force alike. The idea is that building a database of clients and prospects, both past and present, and then staying in consistent contact with that list will result in improved sales performance in the future. Until today, this theory could only be proven with anecdotal evidence.

HW Media has verified the underlying data collected by Adwerx in this first-of-its-kind, multi-year study of over 43,000 sales producers to confirm that statistical significance has been reached to prove this theory correct with data.

Adwerx, a leader in digital advertising automation, simplifies and streamlines how sales professionals and organizations stay in constant contact with an often under-leveraged source of business, their personal network.

| The new advertising medium: Human connection

Adwerx has worked with “relationship sales” industries since its inception in 2013. The company defines relationship sales as any business that drives revenue through the services they offer their clients. Consumers who seek services from relationship sales industries, such as real estate, mortgage, insurance, and financial services, don’t form relationships with the companies directly. Rather, the consumer works with the company’s employees. Typically, the consumer does not place a lot of value in where this employee works, but rather they care about the person helping facilitate life’s biggest moments, such as a new home purchase, life insurance to protect their family, and so forth.

Although the relationship is driven by the sales professional, organizations have a vested interest in empowering their sales force to capitalize on their database to drive overall production for the organization. Any business where the producers are working directly with consumers should be investing in solutions and strategies that increase the value of their producers’ existing relationships.

The challenge: Cohesive brand messaging at scale

For team members to effectively stay top-of-mind with both their existing clients and prospects, sales organizations need solutions in place that enable employees to meet the consumer where they're at. By now, anyone can confidently assume that the average consumer is online.

Wisely, many real estate agents, loan officers and other financial professionals have utilized ads on websites and social media platforms to target their CRM lists. However, if a sales organization doesn't have the correct solution in place, employees are often left to building out their own creatives and messaging for ads. The result is inconsistent brand messaging and a growing production inequality among team members who may not proactively seek out ad solutions. Externally, the sales force's clients and prospects won't have the continual reminder of the professionals they work with, as they aren't being met where they are.

Thus, developing real factual data about the relationship between sales productivity and continual contact with a CRM list is highly important to understand how to capitalize on it. A company can get an edge in growing market share and profitability by knowing the expected results and then making forward-looking plans for its sales force to increase repeat sales and generate referrals with existing clients and stay constantly in front of prospects.

For the first time, a study of over 43,000 producers confirms that regular and consistent contact with clients and prospects, both past and current, increases sales productivity – and not in a small way. The data represents producers from various companies and geographic regions and has been verified by HW Media as highly statistically significant.



Beyond the anecdotes:

Using actual producer data to determine if advertising to targeted audiences gives a significant advantage to producers

To evaluate the impact that Adwerx Custom Audience advertising had on sales productivity, HW Media reviewed anonymized Adwerx performance data for a set of producers who ran Adwerx Custom Audience advertising and a set of producers who did not run this advertising and compared how their units of productivity changed from 2018 to 2019. With this context of the volume of productivity a producer had in the previous two years, analysts could also look at the effectiveness of Adwerx Custom Audience advertising on the volume of productivity in 2020. The study included 43,285 producers over a three-year period, and the results were deemed statistically significant due to the scale of this study.

Through this service, an Adwerx customer can automatically spin up a digital ad (like a digital business card for their services) and place it everywhere that's important online - on premium websites and Facebook, using only an email address or phone number. Enterprises can take advantage of this same technology for every producer at the company, helping producers turn any contact list into a bespoke campaign, with tailored creative for their preferred audiences. This one-to-one ad targeting delivers personalized messaging to the right audience in a simple, yet effective way. The study covered the years 2018-2020 and found a strong correlation between investment in custom audience advertising from Adwerx and future year's performance.

This easy-to-understand concept presents several challenges in practice. Organizations that rely on their sales professionals to engage in their own regular and effective communications to their database routinely see mixed results with no significant return on time invested. This is due to inconsistent and ineffective communications, which fail to deliver actionable messaging to their CRM lists. By introducing Adwerx Custom Audience advertising, firms can drastically increase the production of their entire sales force versus relying on each sales professional within their organization to buy into this concept and dedicate a significant portion of their day to developing and deploying these communications. As a managed solution, Adwerx Custom Audience advertising does this work on the sales professional's behalf by utilizing years of expertise in understanding what drives consumer behavior and how to best deliver actionable messaging that produces consistent results.

Result:

Data proves that Adwerx Custom Audience advertising significantly improved producer productivity, compared to producers who did not use it

Producers who invested in marketing to their CRM lists in 2019 were **14.9% more productive** than a similar control group that did not do this custom audience advertising. Of further note, the percentage gain was higher among those with lower productivity when compared to those with higher base levels of sales, demonstrating how critical these relationships are to producers who are new to their business.

A sample advertisement for Jane Smith, a local expert in Durham, NC. The ad features a blue background with a white curved shape on the left. On the right is a portrait of Jane Smith, a woman with dark hair, smiling. The text on the left is white and includes her name, title, contact information, and the SU logo.

**JANE
SMITH**

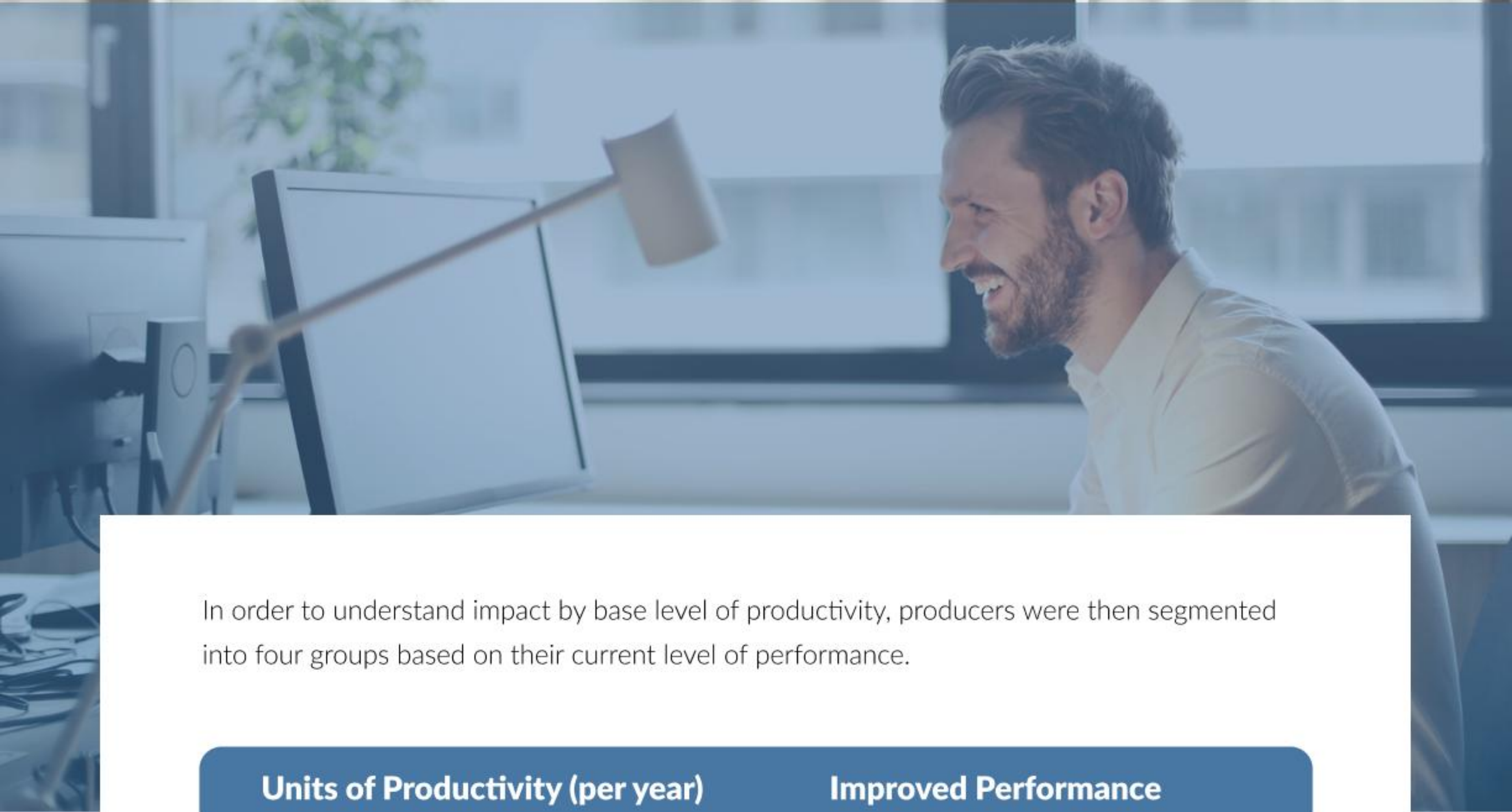
Your local Expert

**Your #1 source
in Durham**

**919.555.5555
Durham, NC**



Sample Adwerx Custom Audience Ad



In order to understand impact by base level of productivity, producers were then segmented into four groups based on their current level of performance.

Units of Productivity (per year)	Improved Performance
1-10 units	23.5% more productive
11-25 units	17.4% more productive
26-50 units	13.6% more productive
51+ units	14.0% more productive

The basis of the study was comparing the results of a producer using Adwerx Custom Audience advertising to maintain contact with a database over a multi-year period of time. Obviously, a big takeaway is not just the use of Adwerx to follow up, but those producers who are committed to delivering a constant stream of messages to their database achieved immediate rewards in higher productivity in the year after having invested in the effort to stay in touch.

“ Producers who invested in marketing to their CRM lists in 2019 were 14.9% more productive than a similar control group that did not do this custom audience advertising. ”

Knowledge is power:

Using this data to inform your business decisions

There can be little doubt that marketing to a CRM pays off in a large and measurable way for those in relationship sales, regardless of the vertical.

A major challenge that organizations need to consider is that leaving this massive opportunity to sales professionals independently of company-sponsored initiatives risks leaving the future of their business as well as your business in their hands. Too many producers lack the knowledge or bandwidth to manage organized continuous follow-up programs whether using digital advertising or direct-to-consumer mailings.

Therefore, there is a great opportunity for companies to partner with their producers to deploy a consistent and frequent contact strategy. Such a program can have necessary safeguards for the use and ownership of the client data and can be designed in a way to ensure that the relationship between the producer and their clients is maintained.

Offering this kind of service not only benefits the producer, but it also positions the company for better recruiting, retention, brand messaging and larger potential gross and net margins from working with one's sales teams to reap the rewards of staying in touch.

In an era of artificial intelligence and 'big data,' relationship sales organizations must seek new ways to boost productivity within their team. Reliance on a sales force to become experts in marketing to their networks presents risks to both daily productivity and capitalization of business from each producer's database. The data from the Adwerx study substantiates enough to prove that it is time for companies themselves to step in and support their teams by leveraging a service that does this automatically across the organization.