



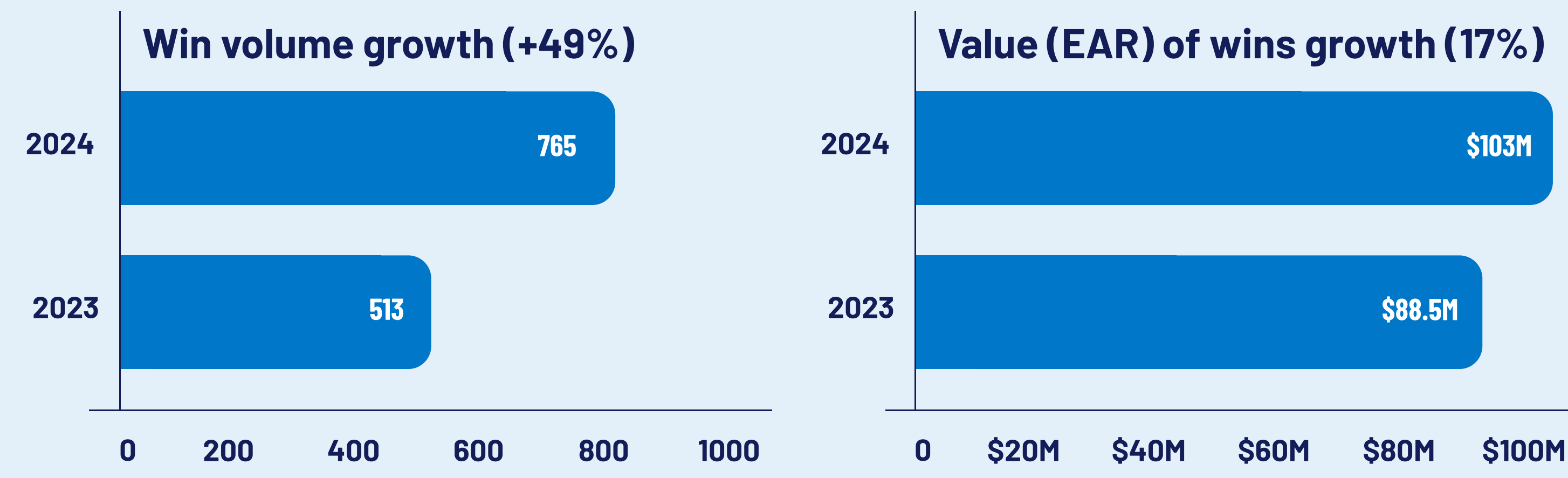
SS&C Corporate Marketing

2024 YOY Performance

Marketing Influenced Deals and Leads 2024 vs. 2023 (Year-over-year Comparison)

SALES/WINS

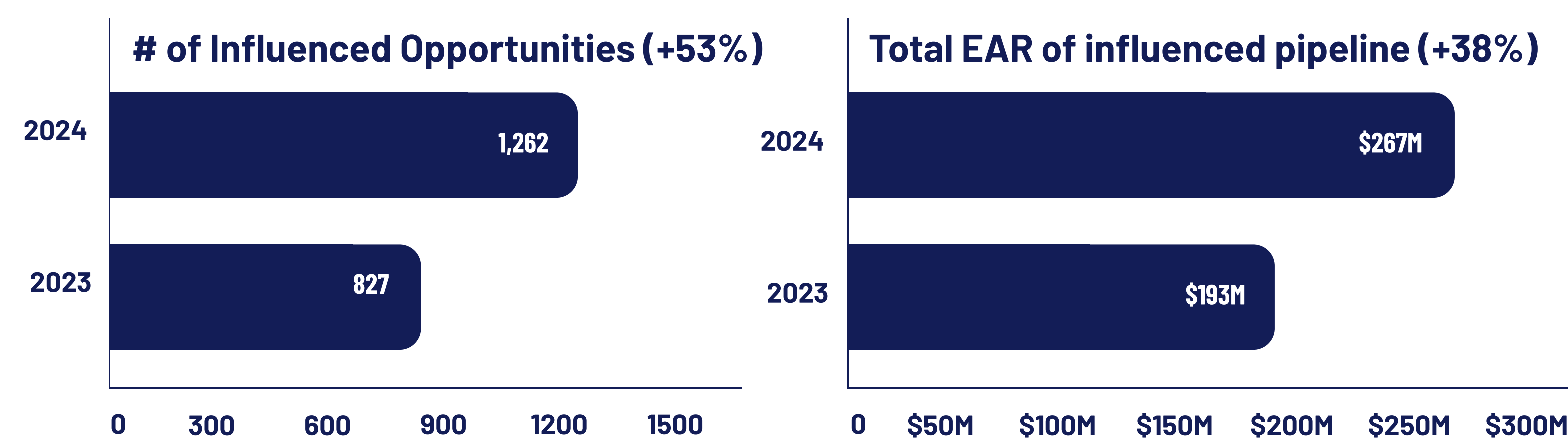
Influenced Wins on the Rise in Quantity and Value



Latency from lead to sale is 6-24+ month, highlighting the importance of feeding pipeline

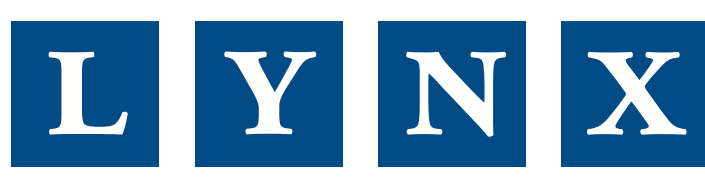
TOTAL INFLUENCED DEALS (INCLUDING PIPELINE)

Growing Number of Deals Influenced by Marketing YOY



- Hedge, Private Markets, and GIDS were key growth areas with twice as many opportunities influenced
- Paid media, including sponsorships, drove activity in combination with live events and webinars throughout the year

New Client Wins from Sales Qualified Leads



LEAD VOLUME

Leads grew 41% YOY

2x Paid social
Sponsored content

Fueled top-of-funnel growth

Organic channels saw solid gains,
supporting consideration and sales



SEARCH

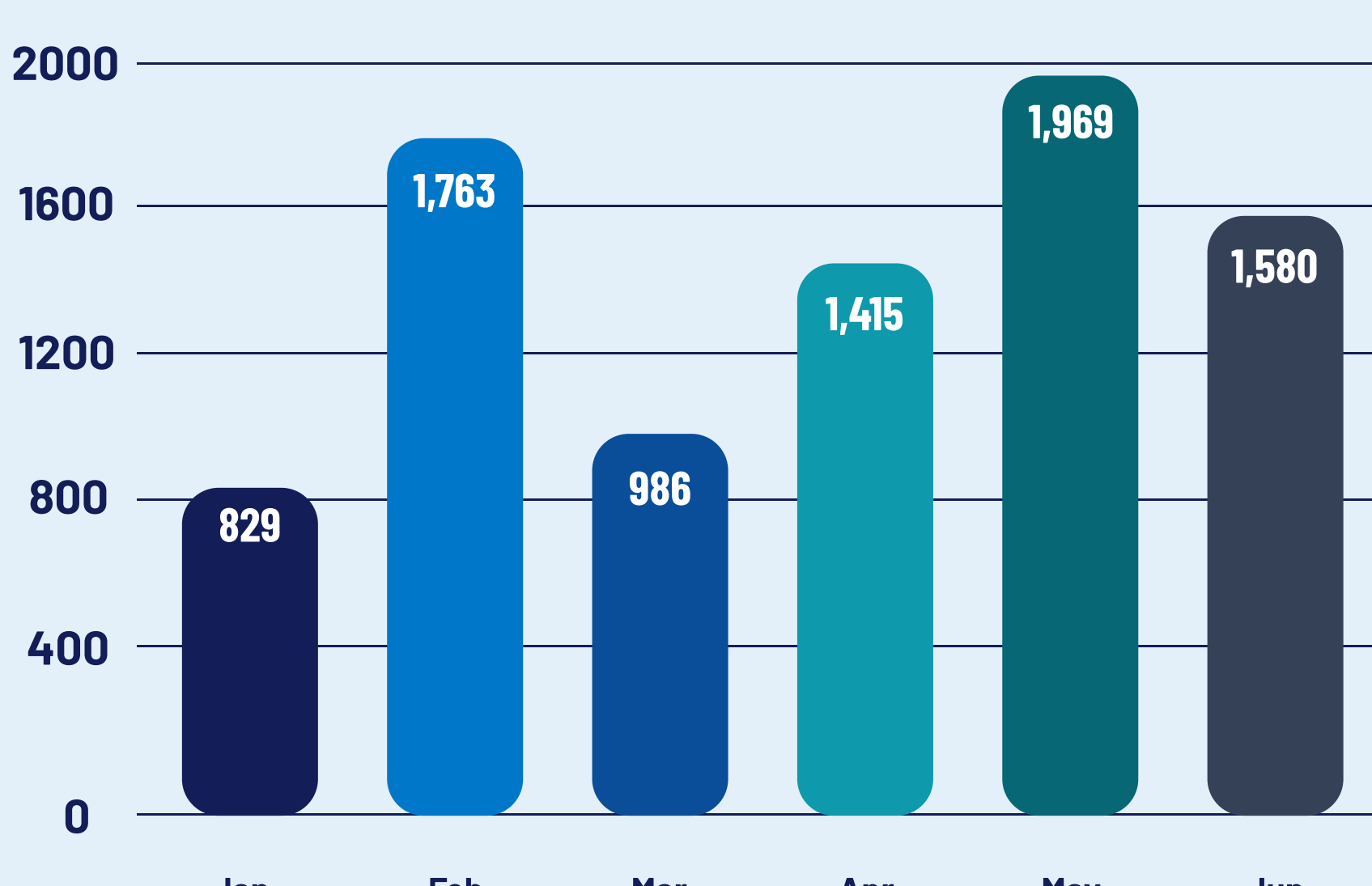


SOCIAL



EMAIL

Leads by Month



Live Events bridged online leads into real-world interactions

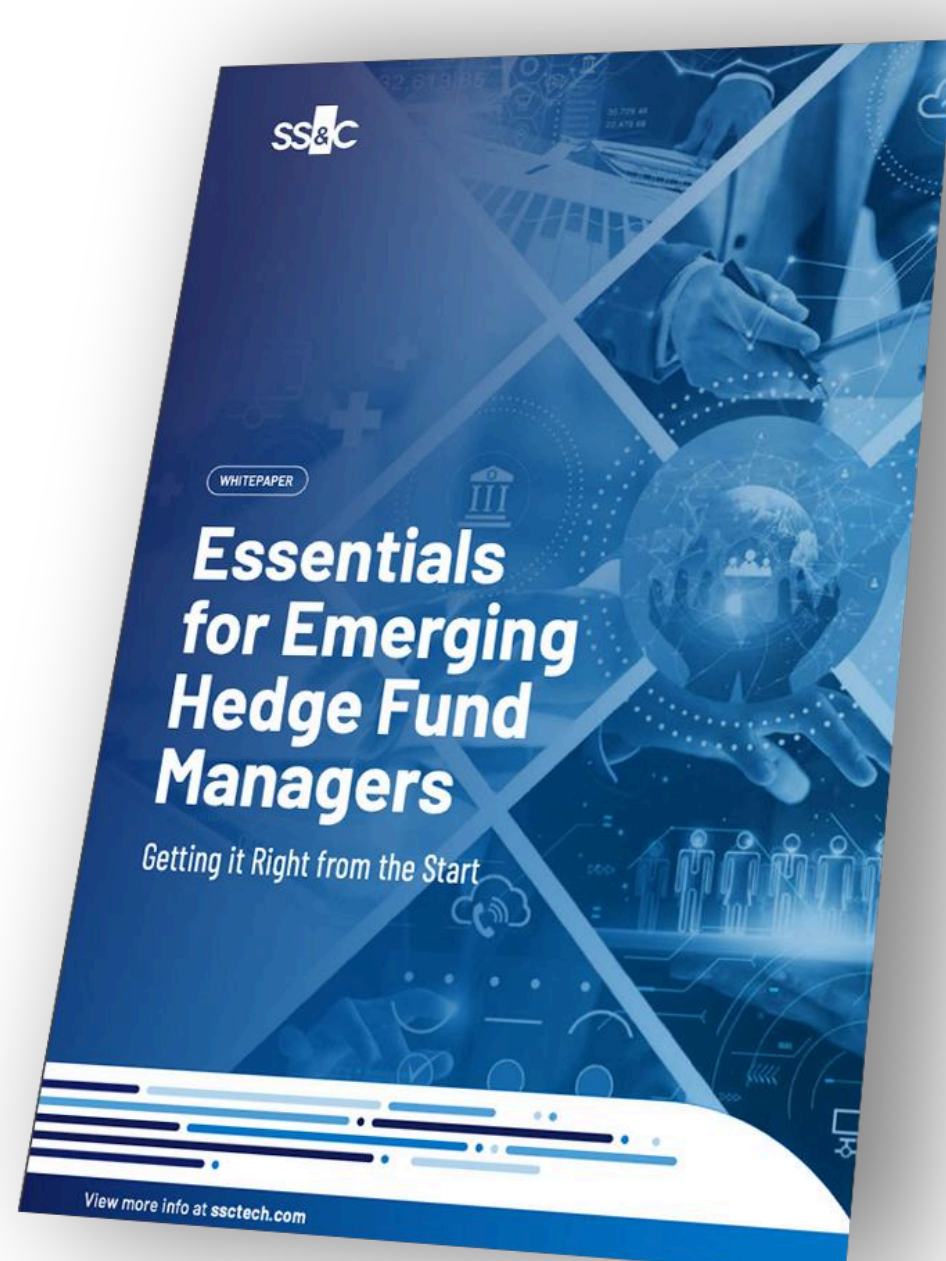
WHAT'S WORKING

Content

Key Points:

- Middle East topics drove high engagement and sustained results.
- Partnering with respected publishers boosts market authority and extends reach.
- Stay the course on proven topics over time to establish lasting market expertise.
- Sales performance data drives smarter campaign targeting and optimization.

Potential [CTA/Link](#) to specifics that were cut.



Tactics

Paid advertising optimizations are paying off.

\$60M Paid media influenced in Pipeline and Wins (EAR)

\$26 in pipeline influenced by each dollar spent toward paid

Publisher buys and sponsored content extended impact.

<\$17 cost per lead while reaching engaged audiences at scale

Provided quick amplification of top-performing topics to attract prospects on key topics

Focused event strategy showcases expertise where it matters most.

Targeted speaking opportunities and promotional support drive stronger results than broad event presence.

Social amplification and PR were key to expanding brand presence

109

spokespeople quotes

100k

new followers for SS&C LinkedIn (310K at EOY)

360

articles

12M

new users through through Hootsuite Amplify

19%

share of voice among Alts, Asset Management, and Intelligent Automation

Paid LinkedIn is an efficient lead and awareness driver.

Form fills from paid LinkedIn YOY more than doubled

24%
lower cost per conversion

Increased performance on document ads and predictive audiences

Paid search drove 10% of lead volume, delivering high-consideration, quality leads.

72% of paid search MQLs convert to Sales Accepted

20% growth in leads from organic and paid search YOY

- Social is an amplification mechanism (branding and thought leadership).
- Hired a new PR agency of record, consolidating work and leveraging the expertise of the #1 Financial services agency in the market.

*Data reflects marketing influenced opportunities (opportunities where a marketing qualified lead was generated for a contact listed on the opportunity before the deal was created or closed.)

