GenAI Revolutionizing Fund Marketing
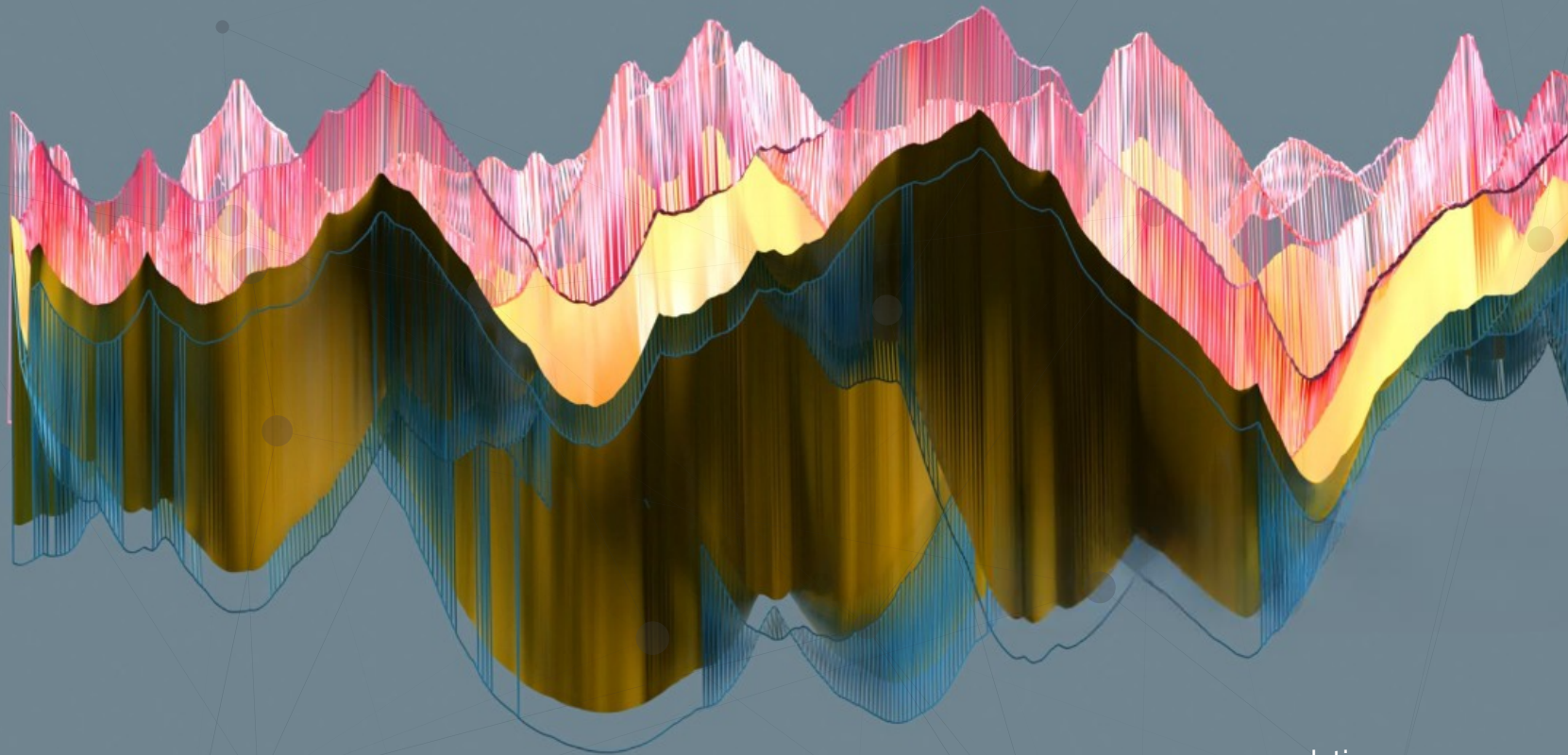
JUST AROUND THE CORNER

SG Analytics
Life's Possible

Introduction

As the asset management industry undergoes a transformative shift toward integrated and efficient artificial intelligence (AI)-led business functions, SG Analytics (SGA)'s team of fund marketing specialists explore the potential applications and integration levels of Generative AI (GenAI) in the fund marketing space. This report synthesizes insights from professionals in the funds, asset, and wealth management sectors, highlighting GenAI's transformative potential across various fund management functions, particularly in fund marketing.

Our survey findings indicate a rapid adoption of GenAI among fund managers, impacting functions such as portfolio management, fund administration, and marketing. GenAI is seen as a catalyst for change, transforming the industry from manual processes reliant on multiple software tools to a more streamlined, transparent, and efficient AI-driven model. From optimizing portfolios and detecting fraud to enhancing customer service and creating personalized marketing content, AI integration is becoming pervasive across business functions.

This report focuses on key themes, including the adoption of chatbots, AI models for trading optimization, alternative credit scoring, market sentiment analysis, and efficient fund management platforms. Specifically, in fund marketing, there is significant confidence in GenAI's ability to enhance the marketing content effectiveness across campaign management, personalized marketing, predictive analytics, and customer segmentation.
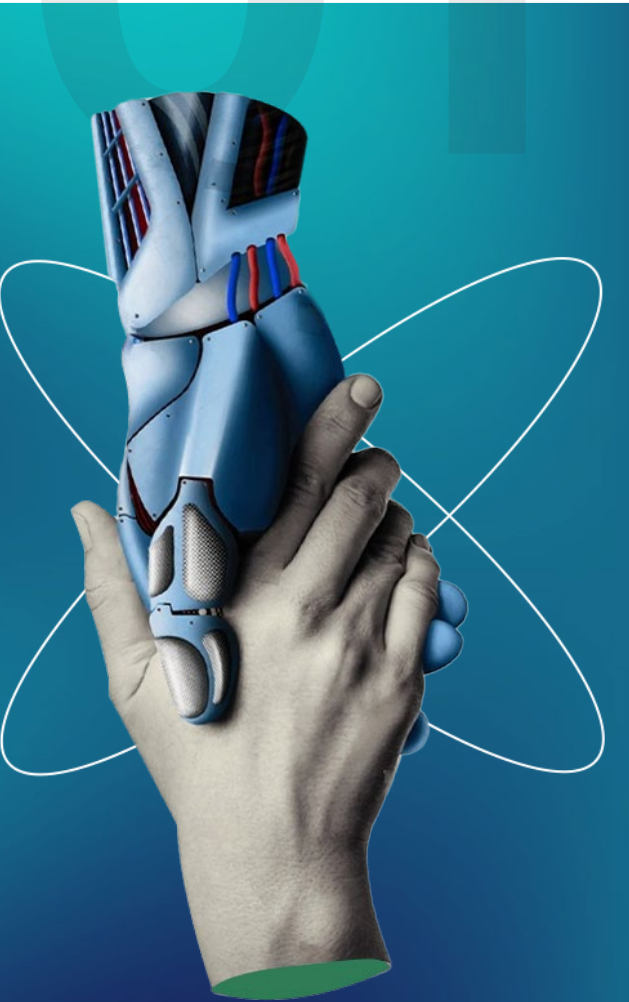
The report provides fund managers insights to leverage GenAI opportunities and participate in the transformative shift in marketing functions led by GenAI to gain a competitive edge.

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Executive Summary

In an era where GenAI is revolutionizing the broader fund management sector, SGA has conducted a survey to evaluate the state of GenAI adoption, specifically within the fund marketing function. Automation has been an integral part of fund marketing practice (through MS Excel, Visual Basic, RPA & other tools). However, the growing commercialization of GenAI and large language models (LLMs) has dramatically enhanced the potential applications. LLMs are far more trainable, making marketing function more efficient and enhancing the creative aspect of products, which adds to their appeal. The ability of GenAI to comprehend and synthesize new information from several disparate data streams is one of its key advantages. Therefore, it has the potential to streamline a wide range of activities that most fund managers presently perform manually or with separate software tools. It can also significantly increase transparency and accessibility.

As evident from the survey results, the fund marketing function is fast evolving, with most of the investment management companies already familiar with GenAI's capabilities and progressing through various stages of its adoption. The pace of adoption of GenAI is changing the way businesses handle marketing initiatives, fund administration, and portfolio management.

Engaging customers has become a top priority for fund managers looking to establish enduring bonds with investors. These fund houses may customize their marketing campaigns to meet the unique requirements and expectations of their target audiences by leveragin

improved communication tactics powered by data analytics and AI-driven insights.

AI is transforming fund marketing through predictive analytics, automated procedures, data-driven insights, and personalized communication. These features make fund marketing more effective in terms of messaging, investors engagement, and better controls to reduce risks. The influence of AI is expected to further increase, driving innovations powered by GenAI, as fund houses and wealth managers strive to attract new investors and enhance their existing offerings.

The survey result highlights that the fund managers are now leveraging AI to optimize asset allocation, improve risk assessment, and handle data more skillfully. The adoption of AI makes it easier to produce captivating marketing material that promotes increased engagement and enhances the funds' appeal to potential investors. Businesses may identify and target potential investors with tailored messages, boosting the possibility of conversion.

Another important aspect which came out strong from the survey is GenAI making fund marketing more personalized, leading to better customer engagement and loyalty. This further implies that firms with their early adoption of GenAI are likely to gain a competitive edge.

Although AI drives efficiency, deeper consumer insights, and targeted campaigns, human marketers remain vital for strategy, creativity, and emotionally intelligent client interactions.

Overall, the survey highlights AI's rapid integration which promises efficiency, reduced costs, improved client experience, and expanded reach. Innovation via these technologies is crucial for the future growth of investment management firms.

This piece also corroborates the survey findings with real-life use cases of GenAI – BlackRock's AI platform and AngelList's marketing automation. DSP Mutual Fund enhances engagement through innovative content, while a hedge fund saves costs with LandyTech's platform.

Prospect of GenAI in Finance/Fund Marketing Industry

AI will profoundly change the future of financial services. Some of the findings related to the impact of GenAI in the financial services industry are as follows:

1 According to a global strategic report on AI in Asset Management by Research & Markets, AI market in global asset management industry is expected to **reach USD 14.1 billion.**

2 KPMG estimates that AI-driven automation can reduce operational costs by up to 30% in financial services.

3 Accenture forecasts that AI technologies, particularly GenAI, could **increase banking profitability by 20% by 2035**.

4 According to a new Citi GPS report, AI could potentially drive global banking industry profits to **USD 2.0 trillion by 2028, a 9% increase over the next five years**.

The increasing investment in GenAI is expected to create significant opportunities within the fund marketing space.

This potential profit surge in financial organization due to the application of GenAI tools indicates that firms investing in GenAI are likely to capitalize on enhanced operational efficiencies and innovative solutions. Further projection in the adjacent image suggests that capitalizing on GenAI will not only enhance marketing strategies but also significantly improve financial outcomes for firms within the industry. Overall, the investment in GenAI is poised to drive substantial growth and innovation in the fund marketing market. By enhancing profitability, reducing costs, and creating new job opportunities, GenAI will play a crucial role in reshaping the industry's competitive landscape and operational effectiveness, ultimately generating a myriad of opportunities for firms willing to embrace these advancements.

Application of GenAI in Finance/Fund Marketing Industry

While explicit proof of financial outperformance by AI adopters is limited, anecdotal evidence supports AI's significant impact. For instance, NVIDIA's 2024 State of AI in Financial Services report reveals that 91% of financial services companies are evaluating or deploying AI. Portfolio optimization, fraud detection, and risk management are leading AI applications, with GenAI gaining traction as organizations seek new efficiencies. Below are a few use cases on application of GenAI in financial services space:

JP Morgan Chase has created LOXM, an AI model that uses generative approaches to simulate market events and optimize trading tactics. LOXM analyzes vast amounts of market data to generate insights that improve trading performance.

- BlackRock, the world's largest asset manager, has integrated GenAI into its Aladdin platform to enhance investment management processes. In 2023, BlackRock introduced Aladdin Copilot, a generative AI tool designed to strengthen the platform's connectivity, providing instant insights to support key business decisions and uncover actionable information efficiently.

- Tiger Brokers, a Chinese brokerage firm, has incorporated DeepSeek's AI model, DeepSeek-R1, into its AI-powered chatbot, TigerGPT. This integration aims to enhance market analysis and trading capabilities, providing clients with improved data analysis, valuation, and trading decision support. The upgraded TigerGPT is available to users in mainland China and Singapore, offering enhanced logical reasoning and insightful market analysis.

- Kasisto, a leading provider of AI-driven virtual assistants for finance, has also started using GenAI to power its KAI platform. AI-powered chatbots and virtual assistants generate human-like responses to customer inquiries, providing real-time support and personalized recommendations.

- Zest AI, a fintech business, employs GenAI to create alternative credit scoring models based on non-traditional data sources, such as utility payments and social media activity. This strategy enables lenders to provide credit to underrepresented communities that may lack a typical credit history. These AI models produce alternative credit ratings and risk profiles that are frequently more comprehensive and accurate than traditional techniques.

- MarketPsych, a financial analytics startup, employs GenAI to assess media sentiment and forecast market trends. The AI models assess sentiment patterns and provide information about investment behavior and market dynamics. GenAI analyzes market sentiment and derives insights from massive amounts of unstructured data, such as news articles, social media messages, and financial reports.

- Numerai, a hedge fund built on a decentralized network, uses GenAI and blockchain technology to crowdsource trading strategies from data scientists worldwide. The fund leverages blockchain to ensure data privacy and incentivize participants with cryptocurrency rewards.

02

# Evaluating the Strategic Advantages of GenAI in Fund Marketing

Familiarity of GenAI Tools/ Technologies

The survey indicates a widespread familiarity with AI tools and technologies among respondents. This suggests that companies may be well-positioned to leverage AI for improved marketing efficiency to fully capitalize on the potential of AI. Companies should invest in ongoing education programs, focused on maximizing the benefits of AI integration, even for those already familiar with the tools.

Very Familiar ▮ 71%

Somewhat Familiar ▮ 25%

Not Familiar ▮ 4%
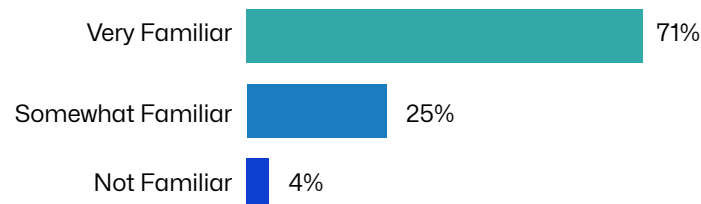
Improving Efficiency of Fund Marketing with GenAI

The survey results indicate a strong consensus regarding the potential of GenAI to improve the efficiency of fund marketing efforts. The data suggests widespread confidence (~91% of respondents) in GenAI's utility across various workloads within the industry.

Agree ▮ 56%

Strongly Agree ▮ 35%

Neutral ▮ 6%

Disagree ▮ 3%
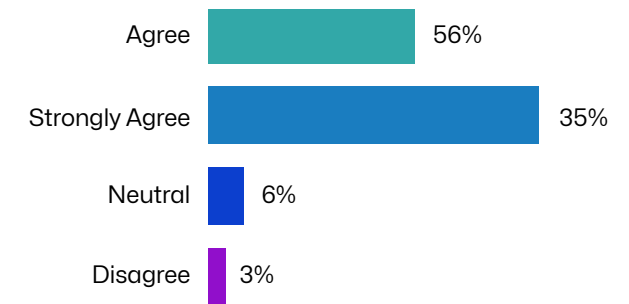
Impact of GenAI on Fund Marketing

As per the survey findings, AI has the potential to greatly improve predictive analytics and personalized marketing, suggesting a shift in marketing strategy toward more specialized, data-driven methods. According to the survey findings, businesses are progressively implementing cutting-edge technologies to enhance their marketing processes in an effort to increase efficacy and engagement. Overall, the results show a growing trend of GenAI integration in fund marketing, which is spurring efficiency and innovation in the sector.

Banks and other financial firms are leveraging AI and non-financial data to better create and target highly personalized marketing strategies. This is shifting the paradigm in financial services from a reactive service to one that is truly intuitive and responsive. For instance, Sweden-based financial service company Klarna's AI handles two-thirds of customer service interactions with AI assistant and has led to a decrease in marketing spend by 25%. With this the company is estimated to drive USD 40 million in profit improvement in 2024.

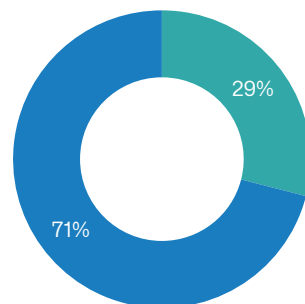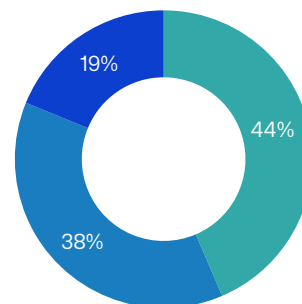|	
40%	Personalized Marketing
40%	Predictive Analytics
11%	Campaign Management
9%	Customer Segmentation

Impact of GenAI on Fund Marketing, by Firm Type

Customer Segmentation

29%

71%

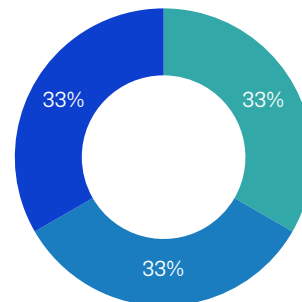### Personalized Marketing

19%

44%

38%

Predictive Analytics

38%

38%

25%

Campaign Management

33%

33%

33%

- 🟩 Asset Marketing Firms
- 🟦 Fund Management Firms
- 🟦 Wealth Management Firms

The survey data provides insights into the types of firms represented by respondents, along with their marketing focus areas, specifically in customer segmentation, personalized marketing, predictive analytics, and campaign management.

Asset management firms exhibit a strong preference for individualized marketing strategies, balancing their focus across various domains. While wealth management firms excel in customer segmentation, they require improvements in tailored marketing efforts to enhance engagement. Fund management firms show a preference for campaign management and predictive analytics, indicating a strategic focus on optimizing marketing campaigns. Overall, the findings highlight a significant opportunity for all business types to expand their targeted marketing tactics, especially by enhancing tailored communications to better serve their clients.

Capability of Creating Engaging Marketing Content with GenAI, by Type of Marketing Content

The survey results reveal strong confidence in GenAI's potential to enhance the effectiveness of marketing content across various functions.
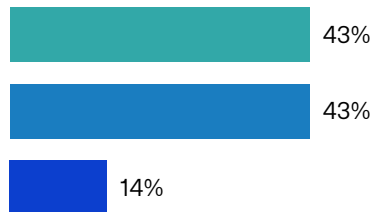
- **Campaign Management:** 67% of the respondents believe that AI can enhance campaign management, indicating strong confidence in its ability to streamline and optimize marketing initiatives.

- **Personalized Marketing:** Suggests a strong expectation that AI can tailor content to individual preferences, resulting in more engaging communications. Nearly 97% of respondents believe that AI can improve personalized marketing efforts.
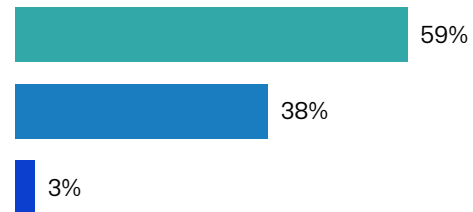
- **Predictive Analytics:** The perception of GenAI's application in predictive analytics is also positive, with 50% agreeing to its potential to improve engagement through data insights.

- **Customer Segmentation:** GenAI can enhance customer segmentation processes, indicating a recognition of AI's role in better targeting and understanding audiences.

A forward-thinking attitude to marketing strategies is reflected in the high level of confidence in GenAI's applications, which puts businesses in a position to use creative techniques to successfully engage target audiences. This knowledge can direct investments in AI technologies to optimize consumer satisfaction and marketing efficacy.
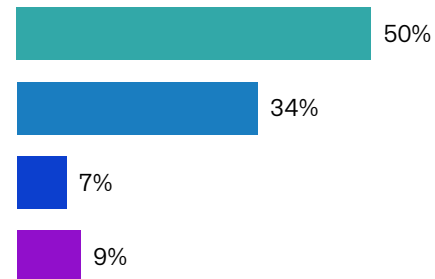
Customer Segmentation

Strongly Agree	43%
Agree	43%
Neutral	14%

Personalized Marketing

Strongly Agree	59%
Agree	38%
Neutral	3%

Predictive Analytics

Strongly Agree	50%
Agree	34%
Neutral	7%
Disagree	9%

Campaign Management

Strongly Agree	67%
Agree	33%
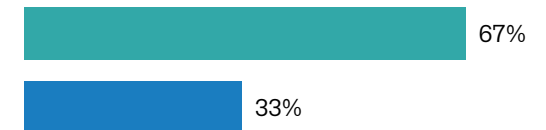
Legend: ■ Strongly Agree ■ Agree ■ Neutral ■ Disagree

Market Peak

AngelList is Leveraging AI to Transform Fund Management

AI is used by AngelList, a prominent platform in the venture capital (VC) industry, to revolutionize the management of venture funds. AngelList has used AI in several business functions with the goal to improve operational effectiveness and to provide fund managers with better tools.

Important Takeaways

1 | AngelList's AI technologies greatly reduce the need for manual involvement by automating and streamlining intricate procedures.

2 | AI-powered solutions like Projector and AngelList Relay improve scenario modeling, document management, and portfolio analysis, which helps fund managers make better decisions.

3 | AngelList can scale operations without requiring a corresponding increase in human resources by leveraging AI to manage a growing number of funds and sophisticated financial products with a small workforce.

4 | Costly errors are avoided thanks to AI-powered tools like the Tie Out Assistant, which guarantees cap table accuracy and legal compliance.

AngelList has strategically and thoroughly integrated AI into every aspect of its business operations. AI is essential to back-office operations because it automates processes like email management, document processing, and legal compliance checks. Using unique venture data and AI algorithms, the AI-driven tool Projector helps fund managers evaluate investment strategies, model various portfolio situations, and generate comprehensive reports.

Results: AngelList's use of AI has produced significant outcomes. As automation has decreased the need for manual labor, especially in document processing and communications management, operational efficiency has grown dramatically. Accuracy has also increased, as seen by the Tie Out Assistant and other tools that minimize errors in financial and legal documents, lowering the possibility of financial losses or legal problems. AI-powered solutions like Projector, which offer more in-depth portfolio insights and enable more strategic investments, have also improved the decision- making process for fund managers. Additionally, AI has improved AngelList's operational scalability, allowing the company to accommodate an increasing number of funds without having to increase its workforce proportionately.

Outlook: Looking forward, AngelList is expected to continue investing in AI, potentially expanding its use to further transform the VC industry. Future developments may include advanced predictive analytics to better forecast market trends and investment outcomes, as well as AI-driven tools to streamline and optimize the fundraising process.

Capability of Creating Engaging Marketing Content with GenAI

Fund marketing is being revolutionized by GenAI, which makes it possible to create individualized, effective content. Managers can swiftly develop multimedia material, integrate complex financial data into engaging stories, and create customized investment storylines with the use of AI tools.

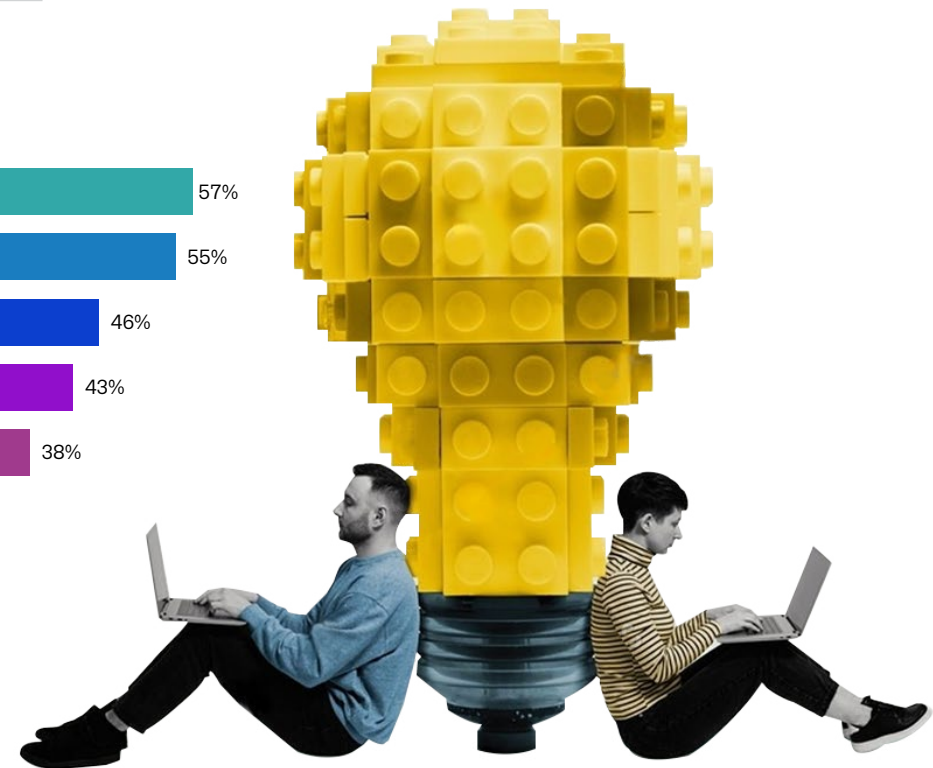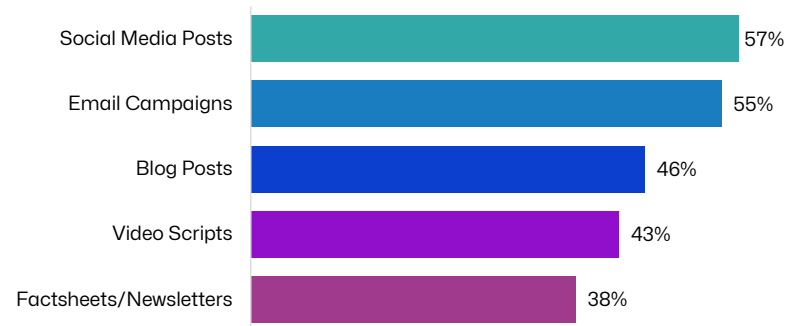Scalable personalization and shorter time spent on content creation are some of the main advantages. By integrating AI tools, fund managers may create more captivating marketing materials that successfully convey investment strategies and appeal to a variety of investor categories.

The survey findings confirm to this development, as more than 90% of the respondents' believe in GenAI ability to create more engaging marketing content, reflecting on its transformative potential in the marketing landscape.

- Strongly Agree — 55%
- Agree — 36%
- Neutral — 5%
- Disagree — 4%
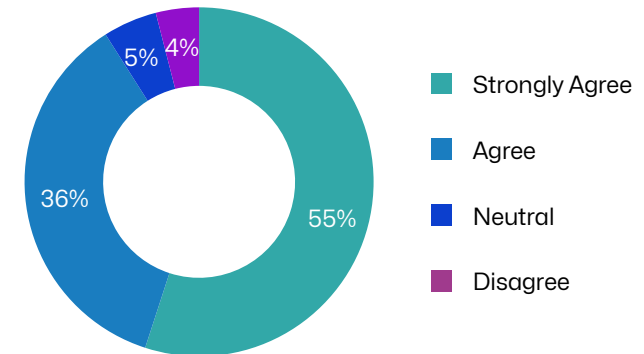
Content Production Capabilities of GenAI

The results of the study demonstrate a strong belief in GenAI's potential to improve content production across a range of marketing content types. The survey indicates that respondents favored GenAI's utility in social media posts, with email campaigns being a close second. These findings represent a change in how businesses handle digital communication, reflecting an increasing trend toward using GenAI for more effective and captivating content marketing tactics, potentially due to its efficiency and personalization capabilities. This data suggests GenAI is poised to play a significant role in shaping the future of content creation and marketing strategies.

Content Type	Percentage
Social Media Posts	57%
Email Campaigns	55%
Blog Posts	46%
Video Scripts	43%
Factsheets/Newsletters	38%

Case Study

One of the leading global asset management companies had the requirement to revamp their fund marketing products to meet industry standards for quality & timelines. They have a wide range of active and passive funds in their portfolio targeted to variety of investor profiles. Accordingly, there were multiple categories of marketing products targeted at specific investor profile through which the AMC reports its portfolio funds' performance and managers' letters to investors.

The Challenge

In the competitive landscape of mutual funds, marketing often lacks vibrancy and fails to establish adequate connect with the targeted audience. As a result, the client wanted to review its existing products and marketing effectiveness. The client sought a comprehensive solution to transform its marketing efforts.

The Solution

SGA performed a detailed review of all existing products (factsheets and newsletters) for content, design, and data flow. As part of this exercise, the SGA team collaborated with different product owners and SPOCs for data sets at the asset management firm, to understand expectations and challenges, ensuring alignment with the client's team and the overall end objective.

SGA worked closely with the client to optimize factsheets and newsletters creation, leveraging AI to combine industry's best practices with the client's vision. The firm improved design for readability and brand consistency, implemented data automation to reduce errors and boost efficiency, and streamlined content integration for comprehensive, up-to-date publications. We also incorporated compliance checks, ensuring regulatory adherence and reducing review cycles.

SGA developed tech-based adaptable solutions to accommodate various reporting frequencies required by different funds or investor groups. We implemented a robust system capable of handling both regular reporting cycles and ad-hoc requests without compromising on quality or timeliness. We ensured uniformity in performance data across all reporting formats, ensuring data integrity and investor trust.

Outcomes:

- Enhanced Accuracy and Timelines
- Improved Operational Efficiency
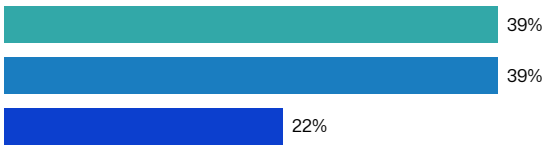- Increased Marketing Effectiveness

Result

Through this project, all revamped projects have delivered 100% accurate outputs, consistently meeting all monthly and quarterly deadlines. Streamlined workflows and automation significantly reduced manual effort, accelerating production cycles and optimizing resource allocation. Enhanced design and content quality improved the impact of marketing materials, potentially boosting investor engagement and fund inflows.

Content Production Capabilities of GenAI, by Firm Type

The survey provides insights about GenAI's production capabilities in various marketing content creation, including blog posts, social media posts, email campaigns, video scripts, and newsletters.
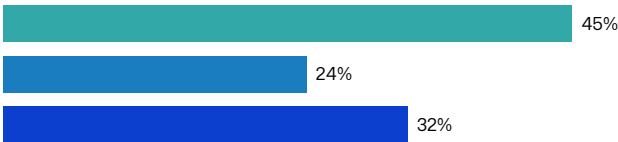
Email Campaigns

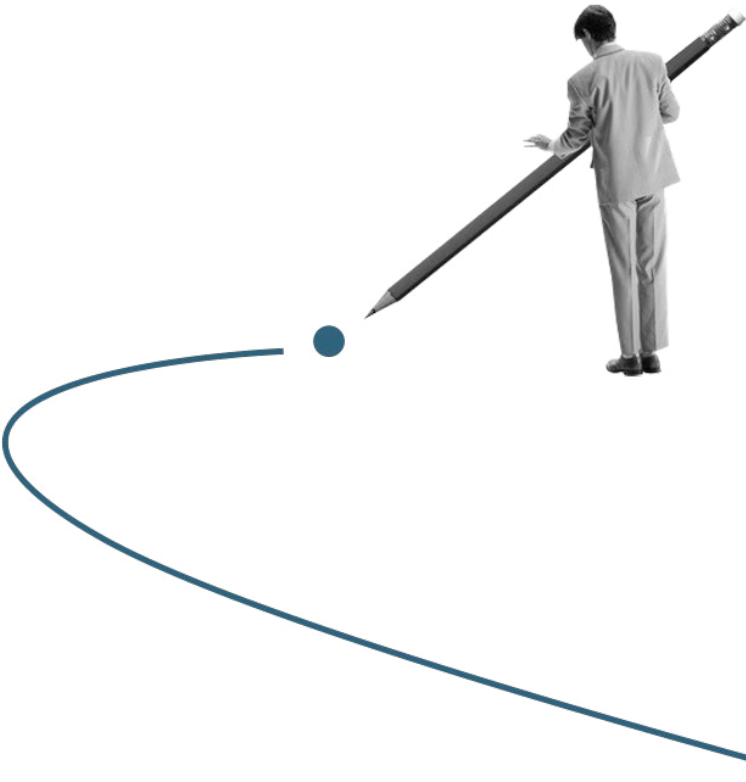|	
Asset Management Firms	31%
Fund Management Firms	31%
Wealth Management Firms	38%

Blog Posts

Asset Management Firms	39%
Fund Management Firms	39%
Wealth Management Firms	22%

Video Scripts

Asset Management Firms	40%
Fund Management Firms	30%
Wealth Management Firms	30%

Social Media Posts

Asset Management Firms	39%
Fund Management Firms	30%
Wealth Management Firms	32%

Factsheets/Newsletters

Asset Management Firms	45%
Fund Management Firms	24%
Wealth Management Firms	32%

- Asset Management Firms
- Fund Management Firms
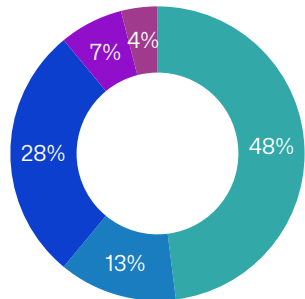- Wealth Management Firms

Key Takeaways

Asset Management Firms: Strong engagement across all content types, particularly excelling in video scripts (40%) and factsheets/newsletters (45%).

Fund Management Firms: Balanced focus, with similar percentages across several areas. Although they have notable engagement in blog posts (39%) and email campaigns (31%), they show lower emphasis on factsheets/newsletters (24%).
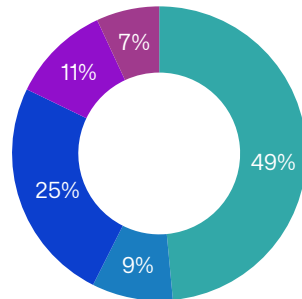
Wealth Management Firms: Primarily focused on email campaigns (38%), indicating a strategy geared toward direct client communication. Lower engagement in blog posts (22%) suggests potential room for improvement in creating educational or engaging content.

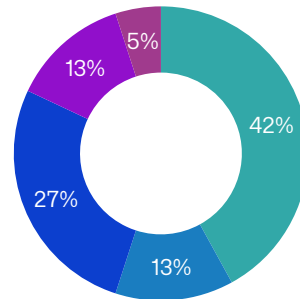## Key Advantages of GenAI in Fund Marketing, by Content Production Capabilities
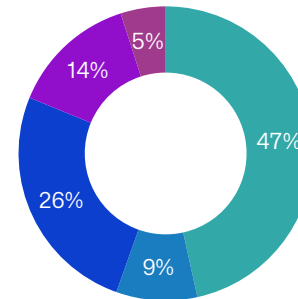
Blog Posts

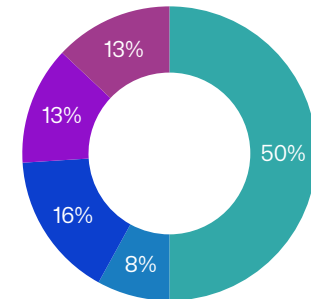48% / 28% / 13% / 7% / 4%

Social Media Posts

49% / 25% / 11% / 9% / 7%

Email Campaigns

42% / 27% / 13% / 13% / 5%

Video Scripts

47% / 26% / 14% / 9% / 5%

Factsheets/Newsletters

50% / 16% / 13% / 13% / 8%

- ■ Increased Efficiency
- ■ Lesser Time-to-Market
- ■ Customer Insights
- ■ Cost Savings
- ■ Enhanced Creativity

The survey findings highlight several perceived advantages of using GenAI in fund marketing, particularly across various content production capabilities. The analysis indicates that increased efficiency is the primary benefit recognized by respondents, underscoring the transformative potential of GenAI in streamlining marketing operations.

- Increased efficiency is the primary benefit of blog posts as they are viewed as a streamlined method for disseminating information and engaging audiences, with 48% of respondents recognizing it as a significant advantage.

- Similar to blog posts, social media posts also highlight increased efficiency (49%) due to its broad reach.

- Better customer insights are a considerable factor at 27%, indicating the importance of analytics in email marketing to understand recipient interactions.

- Increased efficiency leads again at 47%, showcasing the streamlined process of producing video scripts for engaging audiences.

The responses show that the primary benefit of using GenAI in fund marketing is increased efficiency across content categories. Improved customer insights are also important, as technology enhances client understanding.

Other benefits, such as reduced time to market, cost savings, and increased creativity, were noted but are not the main drivers of GenAI adoption in marketing. The findings can help businesses prioritize GenAI integration, focusing on productivity and customer insights.

Enhancing Investor Targeting with GenAI

40% Strongly Agree

10% Neutral

49% Agree

01% Disagree

The survey shows that industry professionals increasingly recognize GenAI's ability to analyze data and improve outreach, making marketing more effective and aligned with customer needs. As firms adopt this technology, marketing strategies will become more precise and impactful. GenAI's ability to scale across assets, funds, and wealth management could transform the industry, with strong agreement on its role in enhancing customer targeting. Specifically, 89% of respondents either agree or strongly agree, while 10% are neutral, and only 1% disagree.

According to Mercer's survey of managers across our Global Investment Manager Database (GIMD), nine out of 10 managers reported current or planned use of AI in their investment processes. Findings reveal that use of AI across investment strategies and research has expanded far beyond the traditional "quant" cohort. Among the 91% of managers, 54% are currently utilizing AI, while 37% are planning to use it in their investment strategy or asset class research.

Key Advantages of GenAI in Fund Marketing

The survey results indicate that GenAI provides a range of benefits in fund marketing, with increased efficiency being by far the most significant advantage. Specifically, 46% of respondents identify increased efficiency as the primary benefit of GenAI, while 26% emphasize the importance of improved customer insights.

Additionally, 11% recognize a reduced time-to-market as an advantage, and 10% mention cost savings. Furthermore, 6% highlight enhanced creativity as a result of integrating GenAI. These findings illustrate the diverse advantages that GenAI brings to the fund marketing landscape.

Category	Percentage
Increased Efficiency	46%
Better Customer Insights	26%
Lower Time-to-Market	11%
Cost Savings	10%
Enhanced Creativity	6%
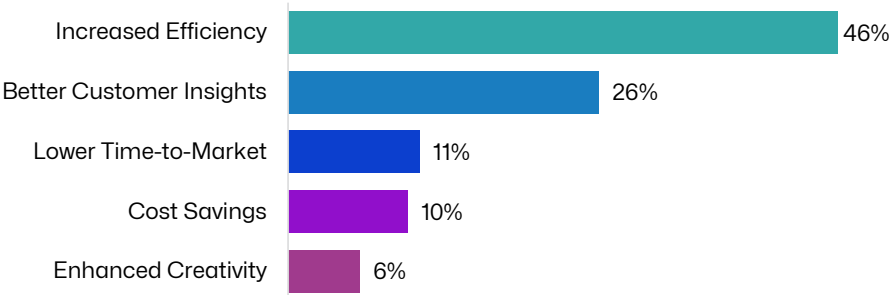
Advantages of Fund Marketing with GenAI

Improved Data Analytics: AI can assist in processing large volumes of data and offering insightful information that can guide marketing choices.

Improved Customer Engagement: AI-powered solutions can help with a better understanding of the target audience and tailor marketing efforts accordingly.

Time and Cost Savings: AI can assist in saving time and money related to fund marketing by automating repetitive operations and optimizing workflows.

Predictive Analytics: AI can examine data from investors and prospects to find trends and patterns that can be utilized to forecast how investors will behave in the future.

Case Study

SGA Enabled a Global Asset Management Company in its Dynamic ETFs Data Processing

Introduction

The client sought to produce and deliver periodic data files covering ratios and fund exposure for its dynamic ETFs according to specified definitions and formats. They required a solution to streamline the process of handling dynamic ETF data, ensuring seamless integration and accuracy while also accommodating the addition of new ETFs.

Solution

SGA developed a customized mapping file specifically designed to process ETFs data accurately. This file served as a critical tool in standardizing and organizing data inputs, ensuring consistency and reliability in the data processing workflow. SGA worked closely with the client to collaboratively develop both mapping file and master file. This collaboration aimed to streamline the monthly update process for ETFs data. Raw data was periodically cleaned, processed for ratios and exposure data, and then updated in the master file. To ensure accuracy, this updated data was validated using a client-provided tool, which helped maintain the integrity and precision of the processed information. SGA established a robust system for the regular production and delivery of dynamic ETF data. This system ensured that the client received up-to-date information in a timely manner, adhering to the specified definitions and formats.

Results

- **Scalable Workflow:** Enabled efficient management of incremental dynamic ETFs alongside existing ETFs, ensuring seamless integration and processing.

- **Reduced Setup Time:** Tailor-made mapping file significantly cut down logistic setup time, streamlining the data processing workflow.

- **Enhanced Data Accuracy:** Collaborative development and validation processes ensured high accuracy and consistency in ratios and exposure data.

- **Operational Efficiency:** Optimized resource allocation and reduced manual effort, leading to faster production cycles and improved overall efficiency..

GenAI Replacing Human Roles in Fund Marketing

The insights from the survey reflect an acknowledgment of both AI's capabilities and limitations. Fund managers are particularly interested in AI's potential to streamline operations in response to rising demands from investors and regulators, as well as intense competition for capital and talent. GenAI's ability to perform tasks more quickly and efficiently than traditional methods positions it to take over certain roles that previously required human interpretive skills.

This is evident from the diverse opinions of the respondents, with 58% believing GenAI will partially replace human roles, whereas 25% think it will completely replace them, and 18% do not expect any replacement.


- **Yes, Completely**
- **Yes, Partially**
- **No**
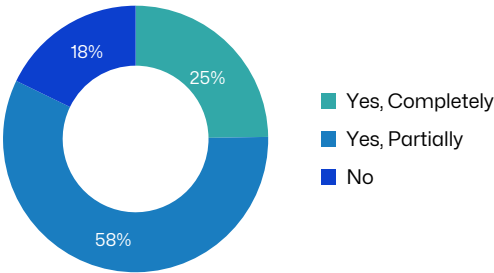
Perceptions of GenAI's Impact on Customer Engagement in Fund Marketing

The survey findings show that people generally think GenAI is helpful for connecting with customers in fund marketing.

- A large number (53%) think GenAI is "very effective."

- Many (35%) find it "effective."

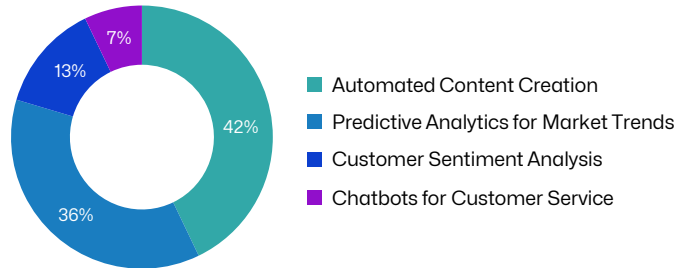- Only a small number are neutral (9%) or think it's not effective (3%) or even makes things worse (1%).

This shows that GenAI is seen as a useful tool for marketing. GenAI helps businesses understand what clients need by looking at things such as how much risk they can handle, their investment goals, and the market. This lets companies create specific marketing plans, making GenAI important for better customer engagement.

53% Very Effective

35% Effective

9% Neutral

3% Not Effective

1% Deteriorating
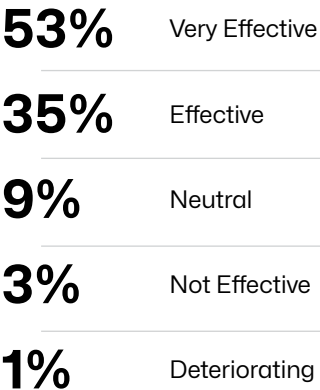
Significant Applications of GenAI in Fund Marketing

The survey findings indicate that AI technologies are being effectively utilized in fund marketing, with 42% of respondents identifying automated content creation as the primary application. Additionally, 36% see predictive analytics for market trends as a significant use, while 13% highlight customer sentiment analysis and 7% mention chatbots for customer service. These results reflect the diverse applications of AI in enhancing marketing strategies and operational efficiency.

Predictive analytics plays a crucial role in the financial sector, aiding risk assessment, fraud detection, and portfolio management. Financial organizations leverage predictive models to evaluate creditworthiness and identify suspicious transactions, significantly improving their ability to combat fraud. By employing advanced algorithms and historical data, predictive analytics enables investors to recognize patterns and trends, facilitating data-driven decision-making. This technology supports strategic insights without replacing human expertise, ultimately empowering fund managers to make informed investment decisions based on accurate data.

- **Automated Content Creation**
- **Predictive Analytics for Market Trends**
- **Customer Sentiment Analysis**
- **Chatbots for Customer Service**

Market Peak

Nomura Securities adopted AI chatbot Alli as a customer support tool for the new mobile app "Follow Up."

Allganize's AI chatbot "Alli" has been adopted for customer support of the asset information message app "Follow Up," operated by Nomura Securities Co., Ltd. At Nomura Securities Corporation, providing both an adequate solution for better customer experience and service in remote channels is a top priority. To resolve questions and provide quality customer service anytime, anywhere, without having to visit a contact center or wait for an agent's response, the company introduced an AI chatbot that responds with high accuracy.

Nomura Securities Corporation currently uses Alli for its asset management app, Onestock. After the actual implementation, the company saw the excellent performance and cost-effectiveness of Alli, so they decided to adopt it for customer support of the new service "Follow up."

Significant improvement in the following areas with Follow Up:

- Resolved customers questions with highly accurate answers

- Optimized resources to manage inquiries and operate FAQs

- Leveraged Alli's analysis feature to reduce resources spent on analyzing scenarios and improving guidelines

- Streamlined the FAQ and app improvement review process
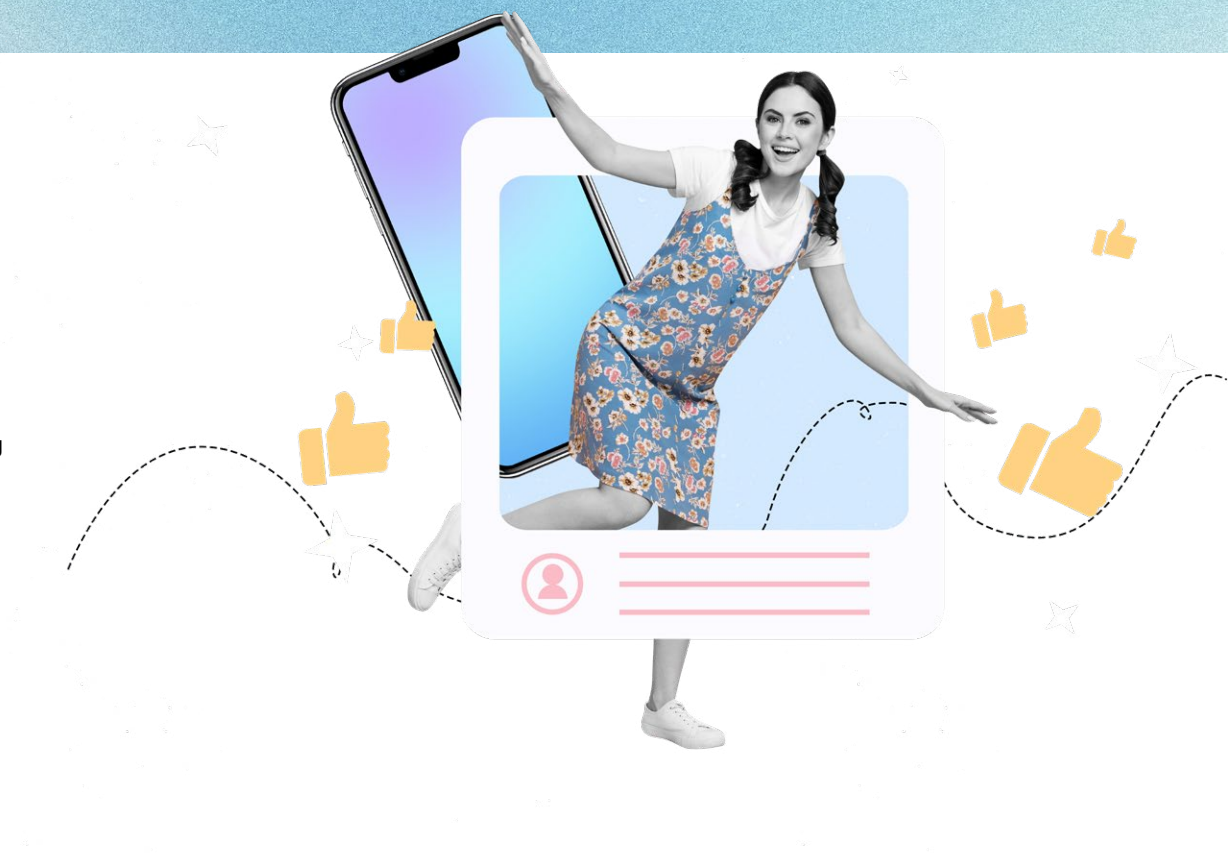
Rating the Current Impact of GenAI on Fund Marketing Efforts

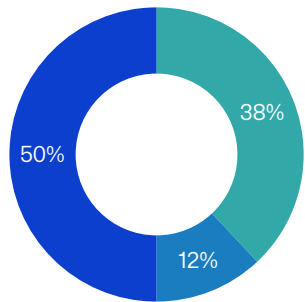| Rating	Percentage
Very High	28%
High	34%
Moderate	34%
Low	4%
Very Low	1%
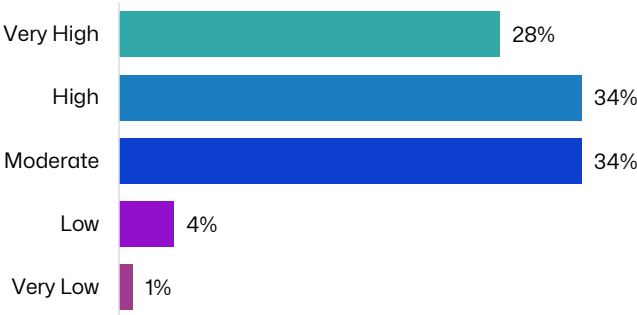
The Survey findings project GenAI as a useful tool to expediate marketing efforts and to enhance fund marketing strategies, underscoring its growing importance in the industry. With 62% of respondents collectively recognizing its importance, the findings highlight GenAI's role in expediting marketing processes and enhancing strategies..

By facilitating data-driven, highly customized campaigns, GenAI allows marketers to produce tailored messages, predictive analytics, and multimedia content at an unprecedented speed. Key benefits include targeted investor segmentation, continuous automated support, and rapid content localization. The most effective implementations are expected to combine human strategic oversight with AI-generated insights, creating a responsive marketing ecosystem that adapts quickly to changing investor demands and market conditions. Overall, the integration of GenAI in fund marketing highlights its growing significance in enhancing operational efficiency and customer engagement within the industry.
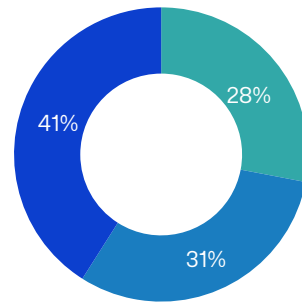
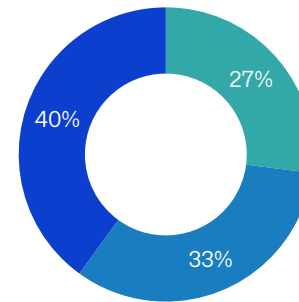# Significant Applications of GenAI in Fund Marketing, by Firm Type
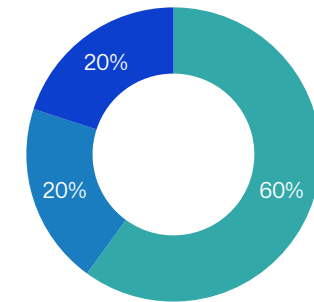
Chatbots for Customer Service

50% | 38% | 12%

Predictive Analytics for Market Trends

41% | 28% | 31%

Automated Content Creation

40% | 27% | 33%

Customer Sentiment Analysis
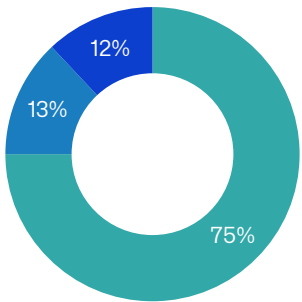

20% | 20% | 60%

■ Wealth Management Firm   ■ Fund Management Firm   ■ Wealth Management Firm

- **Chatbots for Customer Service:** A significant 50% of respondents from the asset management firms reported using chatbots, thus demonstrating a proactive approach to enhancing customer interaction. In contrast, only 12% of respondents from fund management firms utilize them, revealing a gap in engaging customers via automated solutions. The use of chatbots stands at 38% in wealth management firms, reflecting moderate adoption.

- **Predictive Analytics:** 41% of respondents from asset management firms employ this tool, underscoring its importance in market forecasting. While a 31% respondents from fund management firms utilize predictive analytics, suggesting a reliance on data for strategic decisions. Only 28% of respondents from wealth management firms use this technology, highlighting it as a potential enhancement area for wealth managers.

- **Automated Content Creation:** A vote from 40% of respondents from asset management firms reflect a balanced approach toward automated content generation. A slightly lower, 33% of respondents from fund management firms indicated a commitment to simplifying content workflows. While only 27% of respondents from wealth management firms reported using automation for content creation, implying room for further adoption of automated solutions.

- **Customer Sentiment Analysis:** Wealth management firms rank highest in capturing customer sentiment to enhance client relations and responsiveness. While asset management and fund management firms trial on this trait, with only 20% showing a keen interest in harnessing client feedback to make informed strategies. Asset management companies are at the forefront of using chatbots and predictive analytics, indicating a proactive approach to improving client interaction and strategic forecasts. The data shows that AI usage varies across firm types. Although they lag in chatbot usage, fund management organizations exhibit consistent interest, suggesting room for growth. Sentiment analysis is an area where wealth management organizations excel, indicating a high emphasis on comprehending client perceptions and the depth of client engagement. Overall, despite AI already making inroads in the space, there is still room for growth and optimization in all three business categories as they strive to use these tools to raise productivity and enhance customer experience.

The Importance of Personalization in Fund Marketing Strategies, by GenAI Application
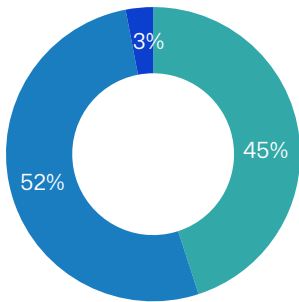
Chatbots for Customer Service

12%
13%
75%
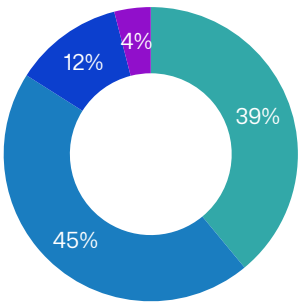
Predictive Analytics for Market Trends

3%
52%
45%

Automated Content Creation

4%
12%
45%
39%

Customer Sentiment Analysis

40%
60%

■ Very Crucial ■ Crucial ■ Neutral ■ Not Crucial
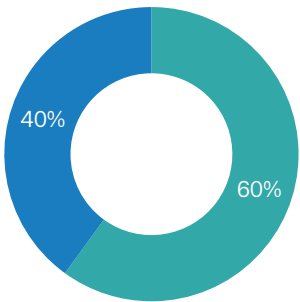
The survey findings emphasize that personalization is a crucial element of successful fund marketing strategies. A significant 75% of respondents who value personalization recognize the importance of chatbots, indicating that automated interactions can enhance personalized communication. Additionally, 45% view predictive analytics as very crucial, while 52% consider it essential for tailoring marketing strategies based on data-driven insights.

Most respondents believe AI is vital for automated content creation, with only 12% expressing no preference for AI applications, suggesting future adoption is likely. Furthermore, 60% of those prioritizing personalization

agree on the relevance of customer sentiment analysis, highlighting the importance of understanding client feedback in shaping marketing approaches.

Overall, businesses that focus on tailored marketing strategies are expected to achieve better engagement and stronger client relationships. By effectively integrating technology while ensuring significant personalization, companies can balance efficiency with meaningful customer connections, ultimately enhancing the overall customer experience.

The Importance of Personalization in Fund Marketing Strategies

Very Crucial	48%
Crucial	44%
Neutral	6%
Not Crucial	2%

> **Banks must walk a fine line between using financial data to create a personalized customer experience (CX) and avoid seeming intrusive.**
>
> **- John Nash,** Redpoint Global
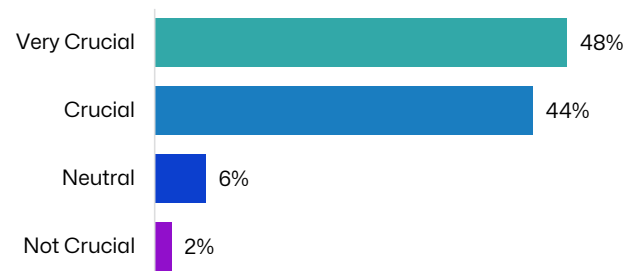
According to the survey, personalization has emerged as a vital strategy in fund marketing, significantly enhancing investor engagement and attracting new funding. By leveraging machine learning (ML) and advanced data analytics, fund managers can create highly tailored investment ideas that align with individual investors' profiles, risk tolerance, and financial goals. This approach leads to improved conversion rates, increased retention, and stronger customer relationships.

A study by Dynamic Yield indicates that financial institutions recognize the value of customization, with 92% planning to boost their investment in personalized strategies. Additionally, over 85% prioritize having a personalized approach. The shift towards more sophisticated, data-driven marketing personalization aims to provide timely and relevant interactions with clients at critical decision-making moments.

Looking ahead, the future of personalization in finance appears promising, as AI and predictive analytics are expected to further refine these strategies. Funds that successfully implement personalized marketing are likely to gain a competitive edge in an increasingly complex financial landscape.

The Impact of GenAI on Personal Touch in Client Engagement

Very Likely	39%
Likely	44%
Moderate	14%
Not Likely	3%
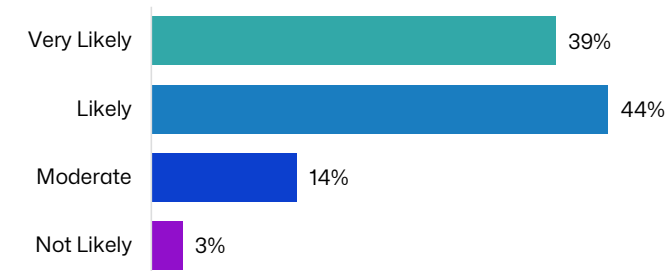
The survey results indicate strong confidence in GenAI's potential to improve personalized client interactions and overall engagement strategies in the fund management industry. Majority of the respondents (~92%) believe GenAI will likely /very likely impact the personal touch in client engagement. Businesses are increasingly using AI to connect with their target audience, moving beyond traditional marketing techniques. GenAI is revolutionizing business-customer interactions by enhancing personalization and strengthening client relationships

03

Organizational Preparedness and Concerns for GenAI Integration

Primary Concerns Regarding the Adoption of GenAI in Fund Marketing

41%

24%

20%

15%
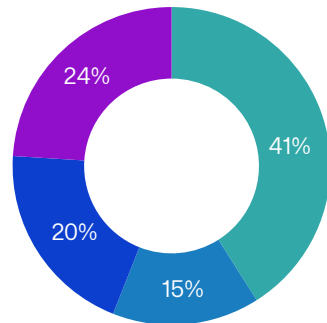
- ■ Data Privacy and Security
- ■ High Implementation costs
- ■ Lack of In-house Expertise
- ■ Difficulty Integrating with Existing Systems

The survey results identified data security, integration with existing systems, and lack of in-house expertise as the top three concerns related to GenAI adoption in fund marketing. As AI technology advances, we can expect more affordable solutions, addressing these issues to accelerate industry adoption.
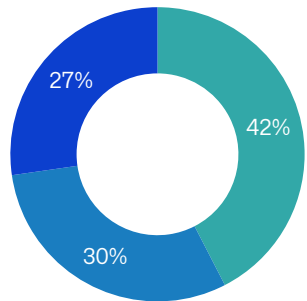
GenAI in financial services uses advanced ML models to generate and analyze data for various operations. This technology helps professionals organize unstructured data, identify trends, and analyze large datasets quickly, leading to better decision-making and increased efficiency. However, businesses must address data privacy concerns, ensuring AI transparency and security.

The lack of in-house expertise highlights the need for targeted training and partnerships with AI providers. Integration challenges with legacy systems emphasize the importance of choosing scalable AI solutions. As AI technology advances, adoption costs are expected to decrease, making AI more accessible and secure, which could lead to broader industry adoption.
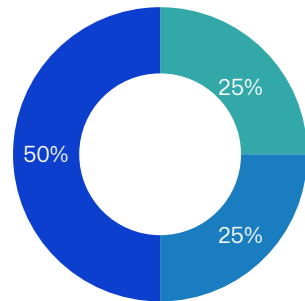
Primary Concerns Regarding the Adoption of GenAI in Fund Marketing, by Firm Type
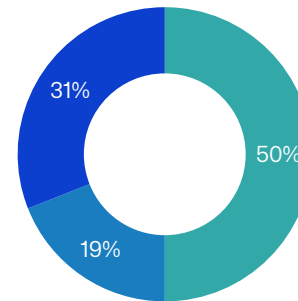
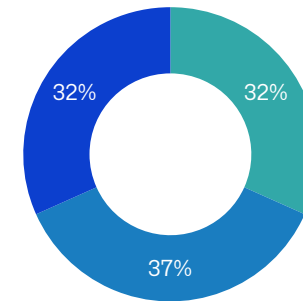**Data Privacy and Security**

27%
42%
30%

High Implementation Costs

25%
50%
25%

Lack of In-house Expertise

31%
50%
19%

Difficulty Integrating with Existing Systems

32%
32%
37%

■ Asset Management Firms   ■ Fund Management Firms   ■ Wealth Management Firms

Of the total, 42% of respondents from asset management firms exhibit Data Privacy and Security as the highest concern. This reflects the criticality of ensuring compliance and protection of sensitive financial data, which may add to gestation time (due to possible regulatory hurdles) before AI is completely implemented in these firms.

Respondents from wealth management firms are particularly concerned with High Implementation Costs, with 50% indicating this as a primary issue. This concern may stem from the perceived financial investment required to adopt GenAI effectively.

Asset management firms exhibit the highest concern about Lack of In-house Expertise at 50%, indicating a significant awareness of the need for skilled personnel to implement and manage GenAI solutions effectively.

On an overall basis, the analysis highlights that data security and privacy are major concerns for all businesses, with asset management companies particularly emphasizing this issue. Asset management firms also face a significant lack of internal expertise, while wealth management firms are burdened by high implementation costs. Fund management organizations encounter the greatest challenges with system integration.

The report identifies key areas for improvement in the financial services sector, such as enhancing internal capabilities and developing strategies to reduce implementation costs while maintaining robust data security protocols. Addressing these issues could boost market competitiveness and operational efficiency for financial firms.

Primary Concerns Regarding the Adoption of GenAI in Fund Marketing, by Geography

Data Privacy and Security
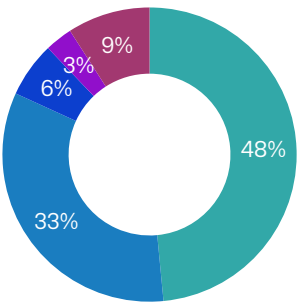
48%
33%
6%
3%
9%

High Implementation Costs

33%
25%
17%
17%
8%

Lack of In-house Expertise

25%
75%

Difficulty Integrating with Existing Systems
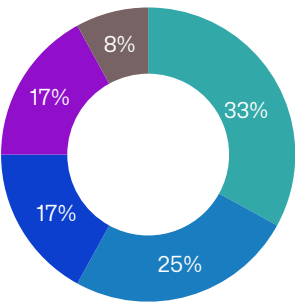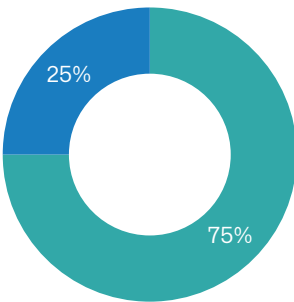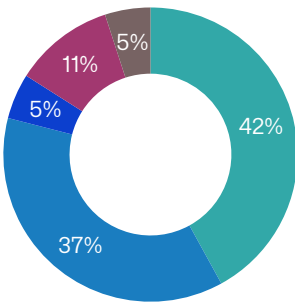

42%
37%
5%
11%
5%

■ United States ■ United Kingdom ■ Germany ■ Luxemburg ■ France ■ Switzerland

- **United States (US):** From the respondents' view, firms in this region face significant challenges, particularly in data privacy and security (48%) and lack of in-house expertise (75%).

- **United Kingdom (UK):** The challenges faced include 33% related to data privacy and low percentages in high implementation costs (25%) and in-house expertise (25%).

- **Germany, Luxembourg, France, and Switzerland:** These regions contribute smaller percentages to the overall responses, indicating a lesser representation in the survey.

The key takeaways from the results highlights the need for US-based businesses to identify ways to develop in-house expertise. It can be achieved by hiring SMEs or through bolt-on acquisition of firms with required capabilities.

This may inflate the implementation costs; however, this structural solution is likely to propel the US firms ahead in AI game. In contrast, businesses in the UK face similar difficulties, but to a lesser extent. A gap in the general comprehension of AI-related issues outside of these key markets is shown by the lesser participation from other regions. This research can help organizations develop focused strategies to overcome obstacles, particularly those related to data management and the integration of new technology.

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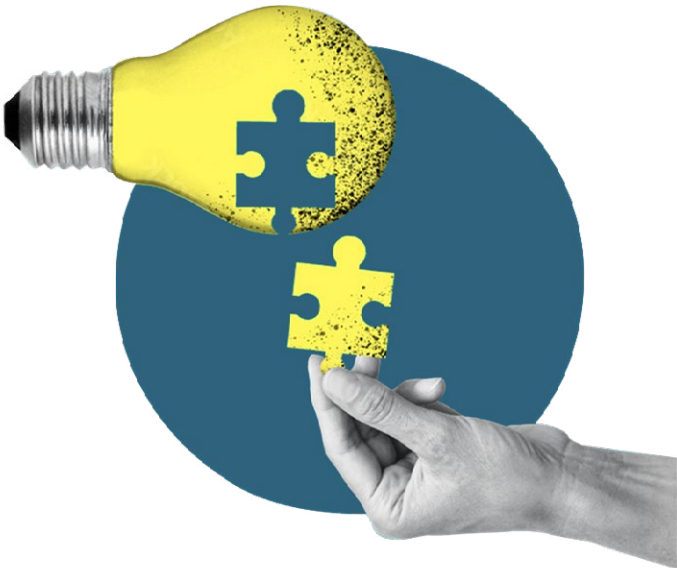
Organizational Preparedness for Implementing GenAI in Fund Marketing

Very Prepared	26%
Prepared	58%
Neutral	10%
Unprepared	6%
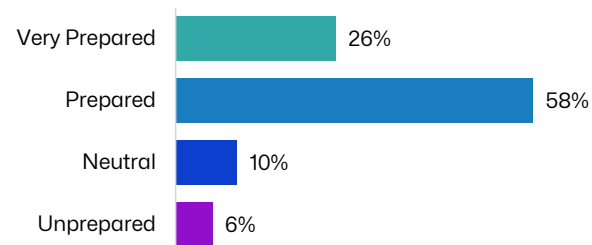
The survey results show that most firms are ready to integrate GenAI into their fund marketing strategies, highlighting growing awareness of AI's benefits for creativity and productivity. However, some businesses remain neutral or unprepared, indicating a need for more training, education, and strategic planning. As technology advances, readiness levels are expected to rise, allowing more firms to adopt GenAI in their marketing efforts.

Majority of the respondents (~84%) demonstrated their readiness to adopt the technology. While only 10% of respondents were neutral, indicating uncertainty or lack of clear roadmap/strategy related to GenAI. A smaller proportion (6%) consider themselves unprepared, suggesting that a few organizations still face challenges in terms of resources, expertise, or infrastructure.

According to Daniel Pinto, JPMorgan Chase (JPMC)'s President and COO, GenAI use cases at the bank could deliver up to USD 2 billion in value.

Major Obstacles in Integrating GenAI in Fund Marketing Efforts

33%
Resistance to Change within the Organization

24%
Technical Complexity

18%
Information Security

16%
Shortage of Skilled Personnel

10%
High Costs

Integrating GenAI into fund marketing faces significant hurdles, threatening to impede adoption despite its immense potential.

Main Obstacles:

- **Resistance to Change (33%):** The biggest barrier is internal resistance, highlighting the need for proactive change management strategies.

- **Technical Complexity (24%):** Implementing advanced AI systems presents a significant challenge, demanding specialized expertise.

- **Information Security (18%):** Concerns about data security are a major impediment, underscoring the need for robust security protocols.

- **Shortage of Skilled Personnel (16%):** A lack of qualified talent is hindering GenAI adoption, emphasizing the importance of training and recruitment.

- **High Costs (10%):** Financial concerns are present, suggesting a need to demonstrate clear ROI for GenAI investments.

These obstacles, if unaddressed, will prevent fund marketing teams from unlocking the transformative benefits of GenAI. Forward-thinking firms must prioritize change management, invest in talent development, and fortify their security to fully capitalize on GenAI's potential.

Major Obstacles to Integrating GenAI in Fund Marketing Efforts, by Firm Type

Technical Complexity

High Costs

Resistance to Change within the Organization

Shortage of Skilled Personnel

Information Security

Technical Complexity: 37%, 16%, 47%

High Costs: 13%, 50%, 38%

Resistance to Change within the Organization: 23%, 46%, 31%

Shortage of Skilled Personnel: 23%, 38%, 38%

Information Security: 36%, 43%, 21%

■ Asset Management Firms ■ Fund Management Firms ■ Wealth Management Firms
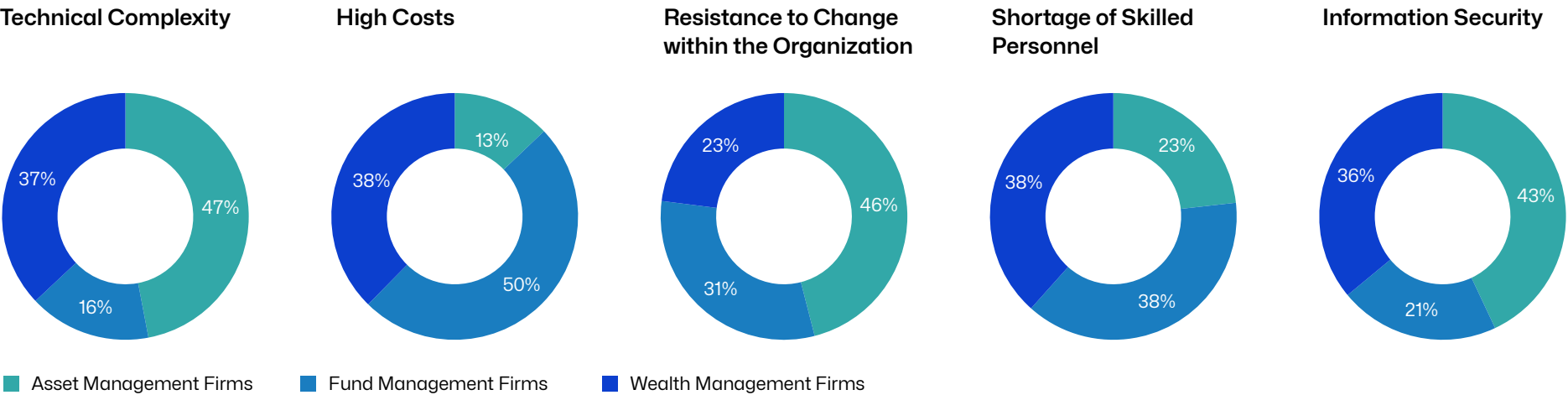
Major Obstacles to Integrating GenAI in Fund Marketing Efforts, by Content Type

Technical Complexity

High Costs

Resistance to Change within the Organization

Shortage of Skilled Personnel

Information Security

Technical Complexity: 58%, 74%, 74%, 58%, 47%

High Costs: 63%, 50%, 75%, 75%, 38%

Resistance to Change within the Organization: 65%, 73%, 65%, 35%, 23%

Shortage of Skilled Personnel: 38%, 77%, 77%, 69%, 77%

Information Security: 57%, 71%, 57%, 57%, 71%

■ Blog Posts ■ Social Media Posts ■ Email Campaigns ■ Video Scripts ■ Factsheets/Newsletters

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Market Peak

Equity Armor Investments

Equity Armor Investments

Equity Armor Investments is a wealth management firm that offers advisory services to individual and institutional investors through proprietary funds, managed futures strategies, and outsourced advisory solutions.

To highlight its award-winning wealth management services, funds, managed future strategies, and outsourced advisory solutions, Equity Armor Investments engaged Gate 39 Media to create a professionally produced film, a revamped website, and a HubSpot CRM setup. With close collaboration with the company, Gate 39 Media assisted with content refinement, CTA identification, newsletter creation, and lead generation marketing framework development.

Funding AI

Boosted.ai received USD 15 million

Boosted.ai, a cutting-edge GenAI company that works with some of the world's leading investment managers to streamline and automate their financial analysis and workflows, announced the closing of a USD 15 million financing round. The investment is focused on the growth of Boosted.ai's agentic AI platform – Alfa. Agentic AI is essentially an AI coworker that users can train to think like them and consistently monitor and update for anything that matters to their portfolios.

By using Boosted.ai and its agentic assistant Alfa, users across the finance spectrum, including asset managers, wealth managers, family offices, and hedge funds, can automate their workflows by reducing what typically takes 40 hours of analyst work to approximately 20 minutes. The capital will be used to enhance systems and expand the team to meet increased product demand, as well as support the onboarding and training of new users.

Confidence in the Reliability of GenAI-driven Marketing Analytics

The survey findings regarding the reliability of GenAI- driven marketing analytics reveal a mixed level of confidence among respondents. Of the total participants, 18% expressed that they are "very confident" in the reliability of these analytics, indicating a positive outlook among a segment of the respondents toward the capabilities of GenAI. Additionally, 29% reported being "confident," which also reflects a degree of trust in the technology's effectiveness.

A significant portion (51%) remained neutral, suggesting uncertainty or a cautious approach toward fully embracing GenAI for marketing analytics. Only 2% of respondents indicated they were "not confident," and none reported being "not confident at all." This distribution highlights a potential hesitancy in the market, as many respondents may require further validation or experience with GenAI to feel assured of its reliability.

The highly neutral response highlights the need for additional education and evidence regarding the capabilities of the technology, even though there is foundational confidence in GenAI-driven marketing analytics, especially given that collectively, 47% of respondents expressed confidence or strong confidence. Trends suggest that confidence levels may rise as businesses acquire more knowledge and evidence of GenAI's effectiveness, opening the doors for wider application in marketing tactics.

18% 2%

29%

51%

- Not Confident
- Confident
- Neutral
- Very Confident

04
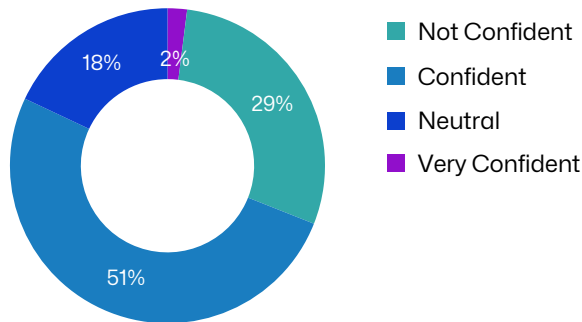
Perspectives on GenAI's Transformative Potential in Fund Marketing

The survey's findings paint a clear picture of where businesses are at in the process of implementing GenAI.

|	
16% In Advanced Stage	**28%** Just Started
54% Intermediate Level	**2%** Not Thought About It

The survey results highlight that the majority of firms are either starting or progressing with their deployment of GenAI. The range of adoption stages, however, suggests that industry participants have differing degrees of awareness and preparedness. There is still a great need for training and assistance to help fund managers to understand and use GenAI's full potential in their business operations.
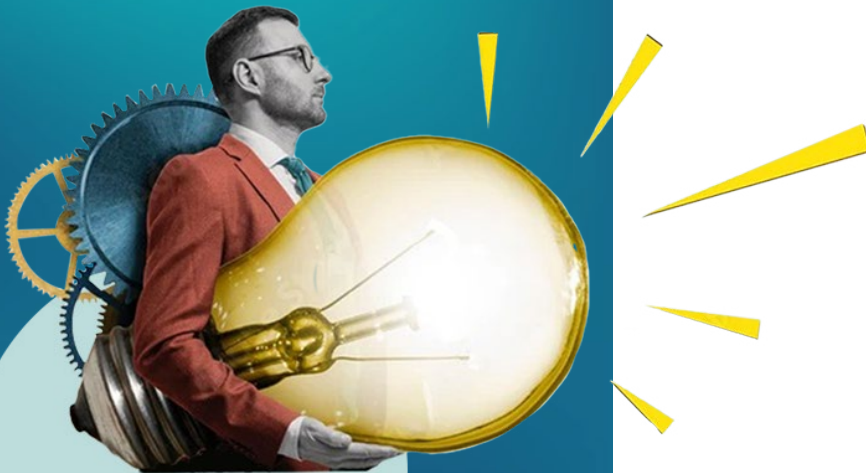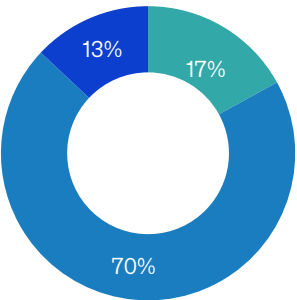
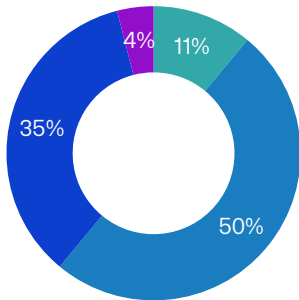## Current Position in the GenAI Adoption Journey, by Firm Type

Asset Management Firm

3%
20%
32%
45%

Fund Management Firm

13%
17%
70%

Wealth Management Firm

4%
11%
35%
50%
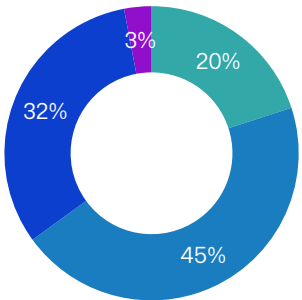
● In Advanced Stage   ● Intermediate Level   ● Just Started   ● Not Thought About It

The survey findings indicate that firms across all three ategories are predominantly at the intermediate stage or at an advanced stage of their AI adoption journey. This is followed by firms that have just begun embracing AI in each category. Overall, the survey reveals that firms recognize the importance of GenAI as a key factor for future competitive advantage and are systematically investing in developing capabilities and integrating the technology. The possible factors that could affect the pace of AI adoption are the potential regulatory considerations and identifying a lucrative balance between risk & rewards.

Likelihood of Incorporating GenAI Tools in Fund Marketing Strategies

The survey results reveal a robust overall interest and readiness to embrace GenAI technologies in marketing practice. As evident from the survey findings, a dominant portion (82%) of the respondents see the likelihood of GenAI tools being incorporated into fund marketing strategies over the next year.

On the other hand, 15% of respondents remained neutral, indicating uncertainty or the need for further consideration before committing.

Very Likely — 31%
Likely — 51%
Neutral — 15%
Unlikely — 1%
Very Unlikely — 1%

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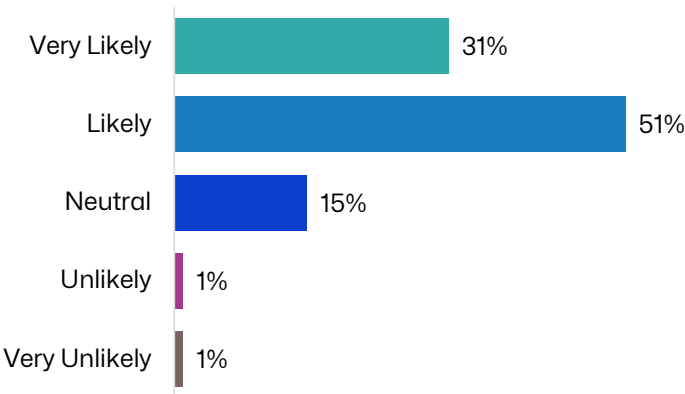
Market Peak

BlackRock, one of the world's leading investment firms, has developed an AI platform, Aladdin, which provides comprehensive risk analysis and portfolio management solutions. Aladdin leverages AI to process market data for risk assessment and to help develop investment strategies.

" **Liontrust has selected BlackRock's Aladdin platform to help achieve its long- term strategic growth goals. By seamlessly delivering flexible, interoperable technology with sophisticated multi-asset management workflows, BlackRock's technology will drive value in the immediate and long term for Liontrust."**

- Tarek Chouman,
BlackRock's Global Head of Aladdin Client Business

By integrating a new data ecosystem with an enterprise portfolio management system, Liontrust, a specialized asset management company, has improved data management, delivery, and analysis throughout the organization. The solution boosts the information provided to Liontrust's investment teams and clients, improves investing and risk tools, and allows for efficiency advantages. Along with giving Liontrust scalability, it will improve digital and reporting services.

Through cooperation with The Bank of New York Mellon Corporation (BNY) and BlackRock's Aladdin platform, an integrated solution was implemented, resulting in improvements. To provide comprehensive portfolio and risk management capabilities, Liontrust will make use of BlackRock's Aladdin technology in conjunction with BNY's Data Vault and other strategic partner systems. These systems will be utilized across fund management

teams, asset classes, and funds and will be based on a single, consistent source of investment data. This integration creates a strong operating model that supports the company's long-term growth by greatly improving data quality and efficiency,

streamlining analysis and providing scalable portfolio management tools for Liontrust's investment teams.

Market Peak

Morgan Stanley Adopts AI Assistant for Financial Advisors

> Financial advisors are the center of Morgan Stanley wealth management universe." He also added, "GenAI revolutionizes client interactions, brings efficiencies to financial advisors, and ultimately helps free up time to do what you do best: serve your customer."

- Morgan Stanley's
Co-President Andy Saperstein

The wealth management and investment bank Morgan Stanley recently presented its internal GenAI model to support personnel and financial advisors. This AI model was constructed using Open AI's GPT-4, which generates follow-up emails and condenses the contents of client meetings while assisting thousands of wealth managers in rapidly finding answers from a vast internal knowledge base.

Introduction

- Financial advisors and customer service representatives typically save time and effort by using the AI model to do administrative and research activities, such as asking questions about internal procedures and markets, allowing them to concentrate more on effectively interacting with clients.

- Consequently, the bank stated that they used GenAI to **"cut the time to produce an investment to more than 90% (from 9 hours to 30 minutes)."** Morgan Stanley also plans to further introduce AI capabilities, such as a prototype product called Debrief that will automatically generate follow-up emails and recap client meetings.

Transformative Potential of GenAI in Fund Marketing Over the Next Five Years

Strongly Agree — 36%
Agree — 45%
Neutral — 18%
Disagree — 1%
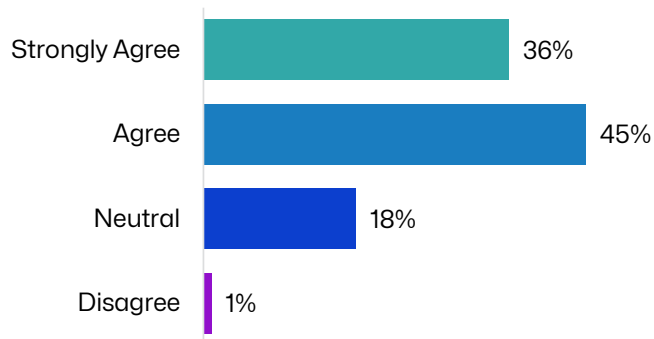
According to the survey's findings, GenAI has the potential to revolutionize the fund marketing industry within the next five years.

The survey indicates that most respondents (81%) believe GenAI will significantly transform the fund marketing industry in the next five years. This positive outlook suggests industry participants are optimistic about GenAI's potential to enhance marketing strategies and processes. A few of the neutral and dissenting responses further support GenAI's anticipated impact.

GenAI is expected to revolutionize fund marketing through improved personalization, efficient content production, and advanced predictive analytics. By analyzing vast amounts of consumer data, AI can tailor marketing messages to individual investor interests, boosting engagement and conversion rates. AI-powered tools will also automate the creation of marketing materials, streamlining processes and reducing turnaround times. Predictive analytics will help businesses make better strategic decisions by forecasting investor and market trends, leading to more effective, data- driven marketing strategies in the fund management sector.

Interest in Training Sessions on GenAI Applications

The survey reveals a strong interest in GenAI training among respondents, highlighting the importance of GenAI in the financial marketing sector. This interest underscores the need for training initiatives to help businesses implement GenAI technologies in a rapidly evolving market.

GenAI is revolutionizing financial marketing by enhancing content generation, personalization, and client engagement. Professional fund marketers are seeking specialized training to understand and leverage AI's potential. These sessions cover advanced technologies for creating persuasive marketing materials, assessing investor sentiment, and optimizing communication strategies. The growing interest in GenAI training is driven by AI's ability to boost productivity, reduce costs, and provide data-driven marketing strategies. Fund marketing experts view GenAI training as crucial for staying ahead of technological disruptions and maintaining a competitive edge in the digital marketplace.

Very Interested — 58%
Interested — 34%
Neutral — 6%
Not Interested — 3%
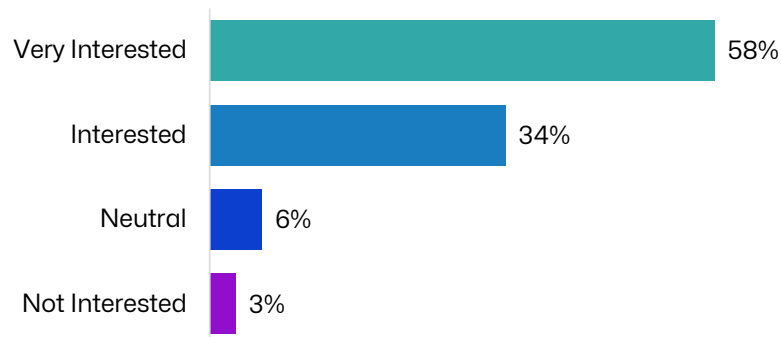
According to the survey, respondents' interest in training sessions centered on GenAI applications was overwhelmingly positive.

Perception of GenAI's Potential to Reduce Time on Repetitive Marketing Tasks

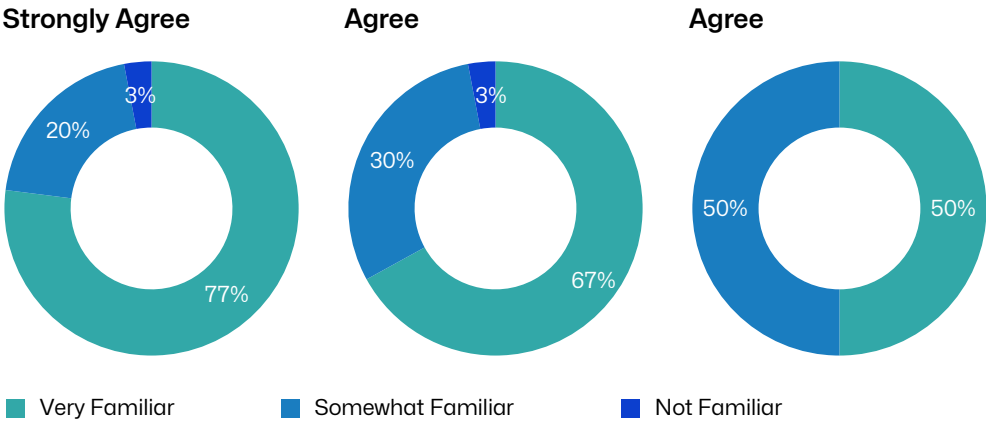| Response	Percentage
Strongly Agree	55%
Agree	41%
Neutral	3%
Disagree	1%
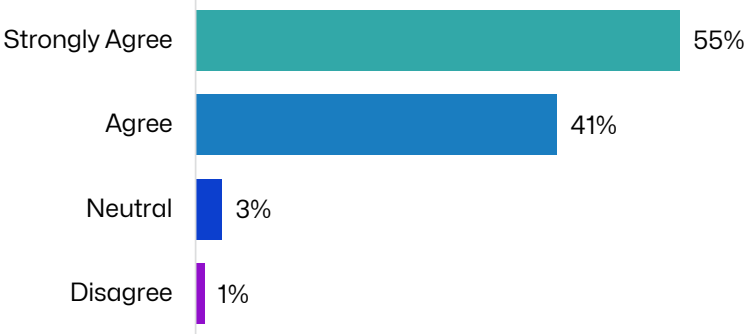
According to the poll results, there is broad agreement among participants regarding the effectiveness of GenAI in reducing the amount of time spent on monotonous marketing chores.

Most respondents believe GenAI can significantly reduce time spent on monotonous marketing tasks, indicating a strong desire to integrate GenAI solutions. This would enhance productivity and allow businesses to focus on strategic projects, showcasing technology's potential to transform marketing operations.

GenAI is boosting marketing efficiency by reducing content creation time and enhancing strategic capabilities. Experts note increased workflow productivity due to AI's ability to quickly generate targeted messages, social media content, and personalized materials. Technology shows promise in forecasting customer behavior, analyzing market trends, and developing data-driven strategies. Despite concerns about authenticity, many businesses view GenAI as a tool that enhances human creativity. Key efficiency improvements include faster content creation, better customization, and the ability to scale marketing efforts with greater speed and accuracy.

GenAI's Potential to Reduce Time on Repetitive Marketing Tasks, by Familiarity of GenAI Tools

Strongly Agree
- Very Familiar: 77%
- Somewhat Familiar: 20%
- Not Familiar: 3%

Agree
- Very Familiar: 67%
- Somewhat Familiar: 30%
- Not Familiar: 3%

Agree
- Very Familiar: 50%
- Somewhat Familiar: 50%

The division between those "very familiar" and "somewhat familiar" with GenAI highlights opportunities for further education. The findings show a majority recognize its significance, with few "not familiar" respondents, indicating positive awareness. However, the "somewhat familiar" group suggests potential for deeper discussions and training.

Marketers are generally well-acquainted with GenAI, with many trusting its ability to reduce monotonous tasks. This provides a strong foundation for leveraging AI technologies. Some still need more knowledge or experience to fully grasp GenAI's benefits. Addressing these gaps through training can increase adoption and optimize AI's potential in marketing.

Legend:
- ■ Very Familiar
- ■ Somewhat Familiar
- ■ Not Familiar

Conclusion

The survey concludes that GenAI has already made strong in-roads in fund marketing practice, with majority of respondents familiar with the GenAI capabilities and possible applications. They also acknowledged the wider impact it will have on the various aspects of marketing efforts, starting from content creation to personalization to attract and manage clientele & investments. The future of fund marketing can be envisaged as a fusion of GenAI capabilities' that will revolutionize traditional fund marketing tactics using advanced algorithms. Generative algorithms are used in finance for a variety of purposes, including risk assessment, fraud detection, customer service automation, portfolio optimization, and financial forecasting.

The fund marketing sector is undergoing substantial transformations, driven by advancements in client engagement, marketing personalization, and the expanding application of GenAI techniques. The emphasis on tailored marketing methods, backed up by predictive analytics, enables businesses to better understand and adapt to the specific demands of individual investors, increasing engagement and boosting overall client relationships. The advent of GenAI is speeding up this trend by providing novel applications in sectors such as portfolio management and fund administration. These AI-powered solutions assist organizations in optimizing decision-making, streamlining operations, and automating processes, resulting in higher efficiency and a more seamless experience for both firms and clients.

As GenAI tools become more generally used, asset, fund, and wealth management businesses grow more familiar with their potential and incorporate them into their operations. These solutions improve customer information, allowing businesses to run more targeted and effective marketing efforts. Furthermore, automated production powered by GenAI is changing the way businesses interact with their customers, making the material more relevant and tailored, while eliminating the need for manual intervention.

However, obstacles remain, particularly in terms of data privacy and security, integration issues, technical impediments, and internal organizational reluctance to change. Despite these issues, GenAI is entering the intermediate stage of the fund marketing industry, indicating a period of refining and adaptability. As these challenges overcome, GenAI's ability to further improve fund marketing methods and deliver more tailored, data-driven services will grow, providing firms with a valuable tool to remain competitive in a fast-changing industry. As GenAI matures, the impact of these challenges on the fund marketing business will be overcome , resulting in greater efficiencies, deeper customer insights, and more targeted marketing campaigns.

Looking ahead, GenAI is poised to transform fund marketing by producing more engaging, personalized content on a scale. AI-powered technologies may automate the generation of social media postings, email campaigns, blog entries, and other digital material, making it more relevant and personalized for the intended audience. As a result, fund marketers will be able to swiftly develop high-quality material with minimal human participation, lowering costs, and shortening marketing cycles. GenAI's capacity

to scan large volumes of data and provide insights will help to improve marketing efforts by ensuring content resonates with targeted client categories.

The preparedness of enterprises to deploy GenAI will be critical to the success of this shift. Firms that are proactive in adopting and integrating AI tools into their marketing strategy will be better positioned to outperform the competition. To summarize, the rising application of GenAI in the future years will have a huge impact on the fund marketing sector, driving more efficiency, improving personalization, and empowering firms to execute more focused, data-driven strategies that match investors' evolving expectations.

The fusion of GenAI and finance is revolutionizing fund marketing through wide range of applications. AI-driven innovations enhance client engagement, personalize marketing, and optimize portfolio management and fund administration, boosting efficiency and automation.

As GenAI adoption grows, asset and wealth management firms will leverage AI to refine customer insights and execute precise marketing campaigns. Automated content generation ensures personalized, relevant interactions while reducing manual effort.

Challenges such as data privacy, integration hurdles, and resistance to change remain, but overcoming them will unlock GenAI's full potential. Firms embracing AI- driven marketing strategies will gain a competitive edge, using automation and data insights for superior engagement.

GenAI is set to redefine fund marketing by enabling large-scale, personalized content creation, reducing costs, and improving campaign effectiveness. Companies that proactively integrate AI will lead the industry, driving efficiency and targeted, data-driven strategies that meet evolving investor expectations.

> **AI is not just a tool; it's a transformative force that will reshape the way we engage with investors and deliver value. The future of finance lies in harnessing the power of artificial intelligence to create personalized, scalable, and efficient solutions.**
>
> **- Ray Dalio,**
> Founder of Bridgewater Associates

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Appendix

This survey attempts to offer insightful information about the impact of the growing use of GenAI technology in the fund management sector. **Respondents from wealth management, asset management, and fund management companies** offered their thoughts on how GenAI could revolutionize investment strategies and operational effectiveness. The survey's main findings show that businesses are using GenAI to improve efficiency and gather better customer insights.

The purpose of the study is to gather industry professionals' opinions and practices about the use of GenAI in fund marketing space. As per the survey findings, businesses must comprehend how GenAI affects market dynamics and competitive positioning as they navigate the evolving market landscape. The survey findings will help firms operating in the industry to stay informed on technological advancement in their business functions.

Through this report, we aim to shed light on the ongoing transformations within the fund management space and emphasize how GenAI's application is not only limited to process efficiency but also be seen as a catalyst for innovation and personalization.
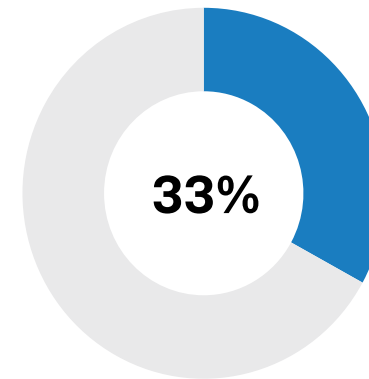
Survey Methodology & Respondents

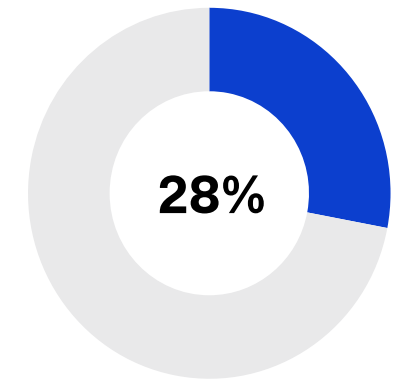## Size of the Fund Under Management, by Firm Type

Asset Management Firm
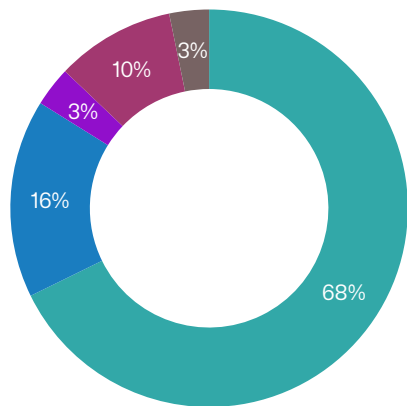
39%

Wealth Management Firm
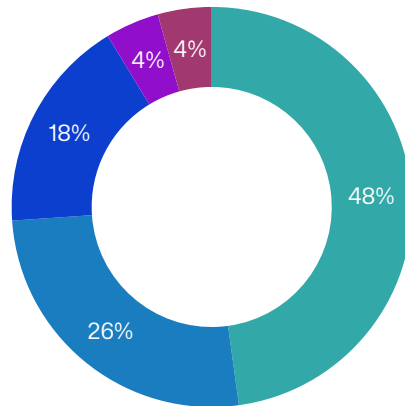
33%

Fund Management Firm

28%
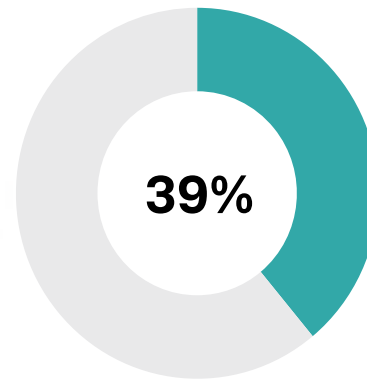
Through this diverse respondent mix, we tried to cover firms with different sizes, technology capabilities, and respondents from different job functions.

07
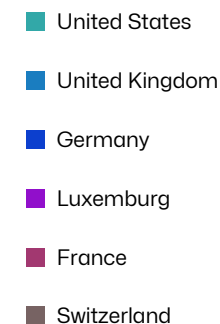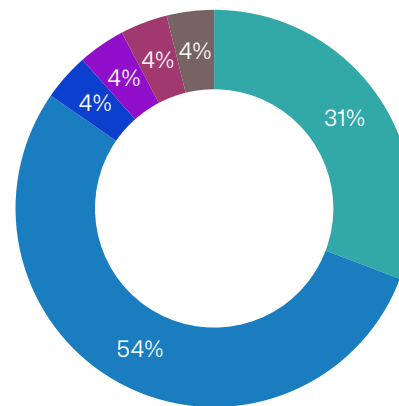
www.sg

Categories of Firms Respondents Belong To, by Country

Asset Management Firm

68%
16%
3%
10%
3%

Fund Management Firm

48%
26%
18%
4%
4%

Wealth Management Firm

31%
54%
4%
4%
4%
4%

■ United States
■ United Kingdom
■ Germany
■ Luxemburg
■ France
■ Switzerland

The survey results indicate the geographic distribution of firms represented by respondents based on their primary region of operation. A total of 80 respondents participated, and the data reflects their affiliation with asset management, fund management, and wealth management firms.

- **Dominance of the US:** It exhibits a strong concentration of firms across all three management types, particularly in asset management (68%) and fund management (48%).

- **Significant Presence in the UK:** It holds a notable market share in wealth (54%) and fund management (26%), emphasizing its importance in the financial services sector.

- **Moderate Representation in Germany:** Germany accounts for a solid proportion of fund management firms (18%) but has lower representation in asset and wealth management.

- **Limited Representation in Other Countries:** Luxembourg, France, and Switzerland show minimal market presence across all management types, each contributing 3-4% to the overall distribution.

The results demonstrate how dominant the US and UK are in the asset, fund, and wealth management industries. The significance of these locations in influencing global financial services is further highlighted by the data. Although they contribute to the industry, other nations like France, Germany, and Luxembourg are still underrepresented.
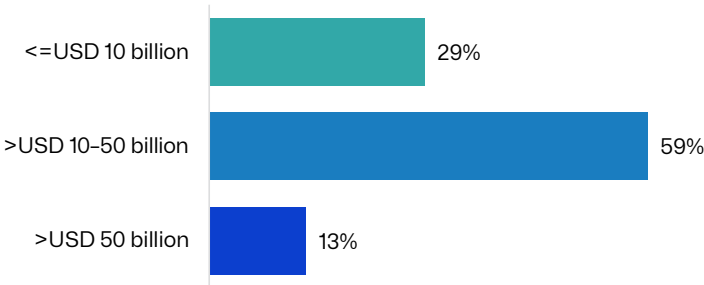
Geographical Representation of Respondents

The survey represents a diverse geographical distribution of organizations. Both the US and UK are tied as the most common headquarters, accounting for 50% and 31% of respondents, respectively. Followed by Germany (6%), France (6%), Luxemburg (4%), and Switzerland (3%). This distribution suggests a strong presence of organizations from major western economies, highlighting the importance of these regions in the fund marketing landscape. The considerable contribution of the US and UK may also reflect their leading roles in fund marketing initiatives and regulatory frameworks.

50% United States

31% United Kingdom

6% Germany

6% France

3% Switzerland

4% Luxemburg
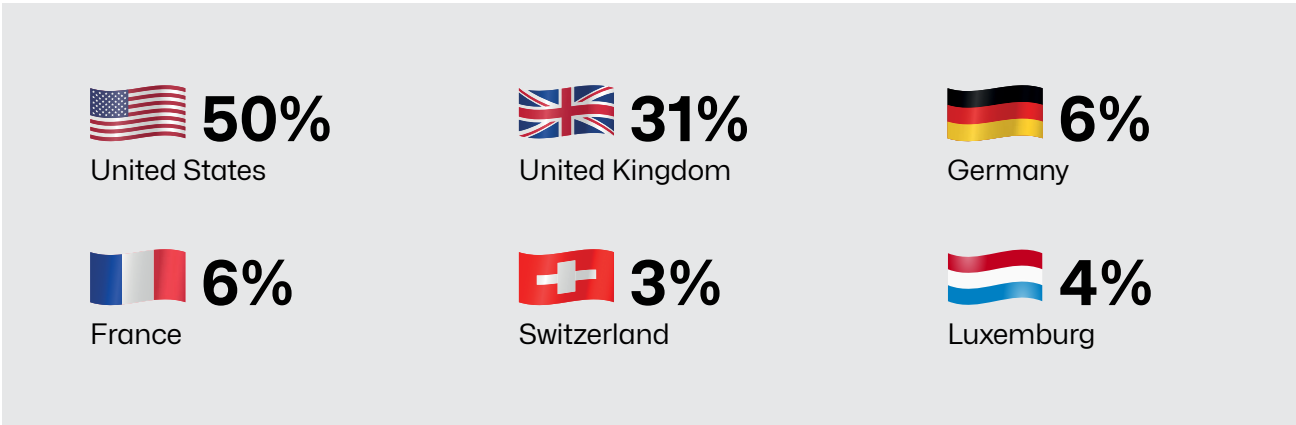
Size of the Asset Under Management of the Respondents

<=USD 10 billion — 29%

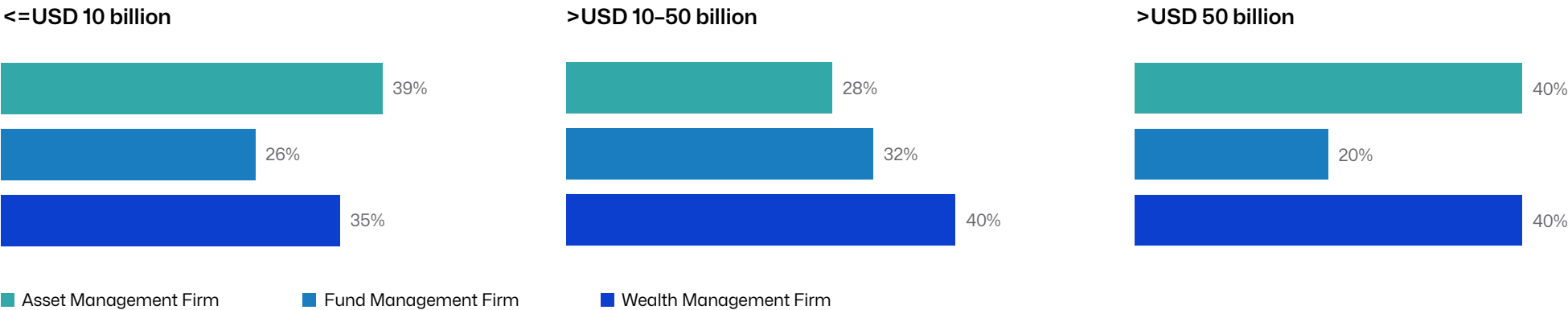>USD 10–50 billion — 59%

>USD 50 billion — 13%

The survey covers organizations of different sizes by Asset Under Management (AuM). The firms with AuM of >USD 10–50 billion had the dominant concentration (59%) of respondents. Followed by relatively low AUM firms (<=USD 10 billion), with representation of 29% respondents. This distribution suggests the largest representation of mid-size firms with their prominent role in setting up best practices and driving new initiatives in the fund marketing space.
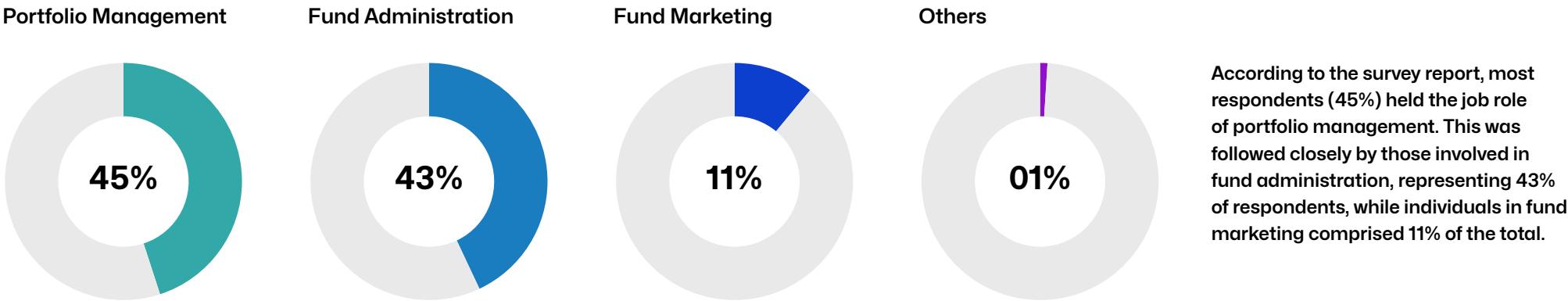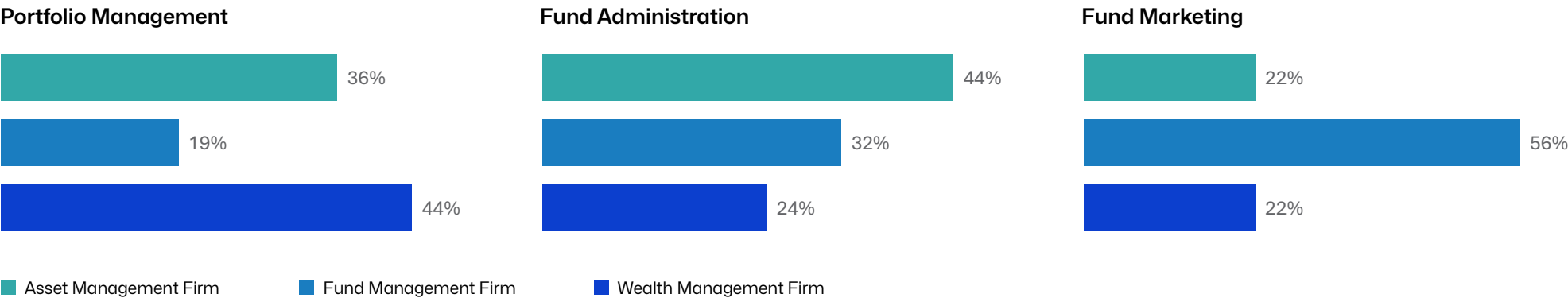
Size of the Fund Under Management, by Firm Type

Respondents are categorized in the survey data according to the fund under management and the type of firm they represent. All the respondents shared information on their business categories, which helped to clarify how different financial entity kinds are distributed.

<=USD 10 billion

- 39%
- 26%
- 35%

>USD 10–50 billion

- 28%
- 32%
- 40%

>USD 50 billion

- 40%
- 20%
- 40%

■ Asset Management Firm   ■ Fund Management Firm   ■ Wealth Management Firm

Respondent's Job Roles and Responsibilities

Portfolio Management

45%

Fund Administration

43%

Fund Marketing

11%

Others

01%

According to the survey report, most respondents (45%) held the job role of portfolio management. This was followed closely by those involved in fund administration, representing 43% of respondents, while individuals in fund marketing comprised 11% of the total.

Respondent's Job Roles and Responsibilities, by Firm Type

Portfolio Management

36%	(Asset Management Firm)
19%	(Fund Management Firm)
44%	(Wealth Management Firm)

Fund Administration

44%	(Asset Management Firm)
32%	(Fund Management Firm)
24%	(Wealth Management Firm)

Fund Marketing

22%	(Asset Management Firm)
56%	(Fund Management Firm)
22%	(Wealth Management Firm)

■ Asset Management Firm   ■ Fund Management Firm   ■ Wealth Management Firm

With a total of 80 respondents offering their perspectives, the survey results classify respondents according to the type of firm they work for and their unique jobs within the financial services industry.The distribution between asset management firms, fund management firms, and wealth management firms is particularly highlighted in the survey.

Respondent's Job Experience in Fund Management Space

6–10 years
61%

More than 10 years
39%
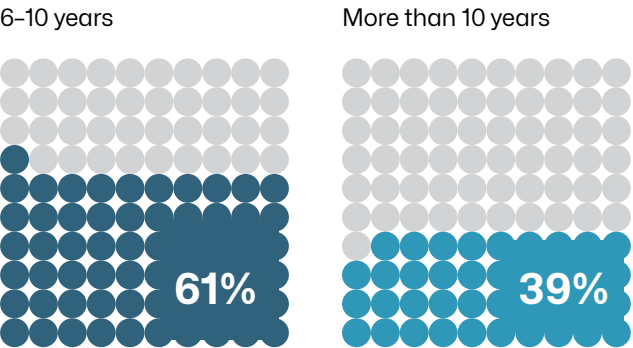
As per the survey findings, 61% of respondents from the fund management space have 6 to 10 years of experience, and 39% have experience of more than 10 years.

61% of respondents had 6–10 years of experience, showing a large presence of mid-career professionals, who are likely to contribute a combination of core knowledge and new insights into current market trends. On the other hand, 39% of respondents had more than 10 years of experience, indicating a sizable number of experts, who can add depth and historical context to discussions regarding fund management.

About the Author(s)

This report has been developed by the Fund marketing team at SG Analytics, with deep experience in fund performance data and marketing. The team has been collaborating with fund management firms globally for over a decade to deliver customized marketing solutions. The findings in this report are based on rigorous primary and secondary research, including targeted surveys, expert interviews, and internal & external use cases. It highlights GenAI trends in fund marketing, including product innovation, workflow efficiency, personalization, client communication & its pace of adoption across firms.

For more information, please contact SG Analytics at supriya.dixit@sganalytics .com

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