

Finance MAP

“Understanding consumers requires a holistic approach.”

Financial Services organisations that can respond to market signals and better understand the end-consumers in all their complexity, will be best placed to gain share of market and of the consumer’s wallet.

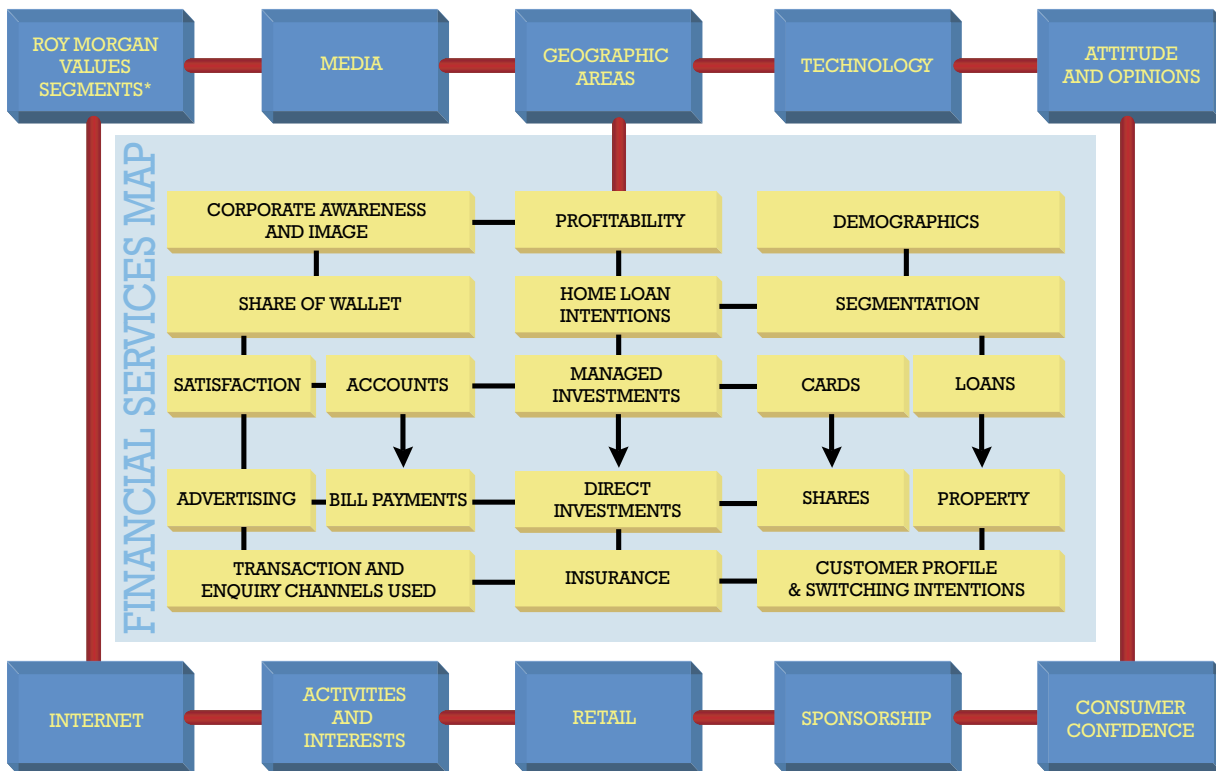
New players and intermediaries are constantly entering the market. Strength and depth of customer relationships are even more vital today. Finance MAP provides the information platform

for your organisation that reflects the market environment you operate in.

When combined with the broader Roy Morgan Single Source information, you have a comprehensive understanding of your target consumer markets.

A PROVEN TRACK RECORD

- Subscribed to by Major Financial Institutions
- Data verified against the central banks
- Subscribed to by government institutions
- Referred to as a key source of information in the financial press
- Used by Financial Analysts to evaluate Financial Institution performance
- The largest and longest running financial market survey
- Personnel have industry experience, adding to the value and application of the information



* Developed in conjunction with Colin Benjamin - The Horizons Network.



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Discover your edge.

Finance MAP

New challenges require new solutions.

The financial services industry continues to undergo rapid and complex change driven by technology, changing customer needs and regulation (deregulation). Traditional boundaries between different service providers are blurring and new entrants are emerging to intensify the competition.

The speed and extent of this change means that all participants need to take a far more holistic view and have a deeper understanding of consumers in this market than has been the case in the past. This requires a new type of integrated market information and a more sophisticated decision making platform.



Market information for financial services needs to incorporate all of the key product markets, players and consumer segments. Finance MAP covers the full range of markets, from banking, insurance and cards through to wealth management.

Financial Institution relationships covered extend from Banks and non-bank financial institutions through to Insurers, Fund Managers and Adviser Groups, across all channels, from traditional to electronic.

“Blurring boundaries in financial services demand a new market perspective.”





Finance MAP (Marketing and Advertising Planner)

Roy Morgan International has developed Finance MAP to meet the increased need for consumer based information on which to base strategy in the rapidly changing environment.

The world's largest consumer database.

Roy Morgan Single Source operates in USA, UK, Australia, New Zealand and Indonesia, collecting information from a representative sample of people aged 14 and over

The system connects information on consumers' financial services activities, relationships and attitudes with extensive data on their demographics, lifestyles, consumer behaviour and media usage.



Covering all the key elements of consumers' financial behaviours, attitudes and values, all data is integrated at the respondent level. No fusion, no assumptions - just pure facts - seamlessly connected by *Single Source* software.

Used by a wide range of organisations, analysts and decision-makers.

The information covers the full range of strategic and tactical issues facing decision makers in the financial services industry, including Marketing Directors, Product and Brand Managers, Channel and Strategic Planning Managers. It is a vital source of information for major players in the market, including:

- Banks
- Credit Co-operatives
- Fund Managers
- Auto Insurers
- Household & Property Insurers
- Building Societies
- Life Insurers
- Brokers
- Health Insurers
- Advisers



- Strategic Planning
- Marketing Strategy
- Brand Management
- Product Management
- Advertising
- Sponsorship
- Distribution
- Customer Service
- Data Warehousing
- Data Modelling & CRM

When you subscribe to Finance MAP and your advertising or media agency subscribes to any of our media products, the data is automatically linked to give both parties full access to all subscribed components.



Accurate answers at your fingertips.

KEY PERFORMANCE INDICATORS

How is your organisation faring overall in banking, wealth management and insurance markets?

SEGMENT VALUE AND PROFILES

Which are the most valuable customer segments and what are their key characteristics, attitudes and behaviours?

SHARE OF WALLET

Are you gaining or losing share of your customers' wallets?

CHANNEL USAGE

How is channel use changing among your customers and the broader market?

PRODUCT CROSS-SELL

How effective are your cross-sell efforts and how does your average number of products owned by customers compare with competitors?

PROFITABILITY

Do you know the profitability implications of servicing your target segments based on their value and cost to serve?

MERGERS AND ACQUISITIONS

What will be the effect of mergers, acquisitions and alliances in terms of customer value and cross-sell potential?

COMMUNICATIONS

Which communications and sponsorship strategies will be most effective in reaching target markets?

CUSTOMER SATISFACTION

Does your organisation's customer satisfaction leave you vulnerable to customer defection?

BRAND

What is the strength of your brand in the financial services market?

Discover your edge.