



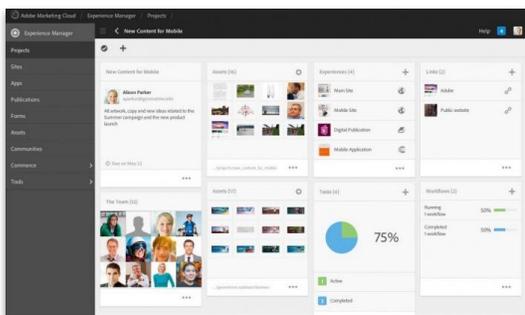
Adobe Experience Manager

SEAMLESSLY SHARE CONTENT WITH ADVISORS & AGENTS

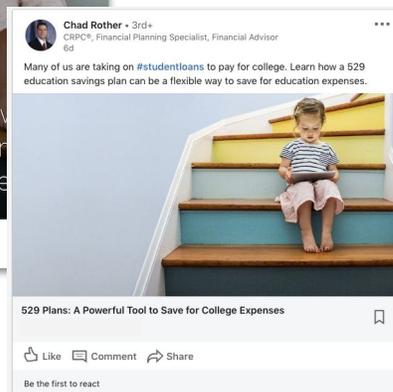
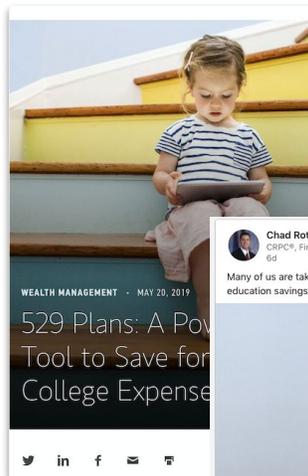
Adobe Experience Manager has unlocked efficiency for marketing teams by making it simple to create and manage your company's digital experience. Now you can take that productivity a step further by integrating Hearsay and Adobe Experience Manager. With a single click, share your best content with your advisors or agents and significantly expand the reach of your marketing efforts.

Hearsay + Adobe Experience Manager elevates your end-user experience by delivering a consistent experience at each critical stage of the customer journey. Now, the best-in-class content developed at the corporate level can now be easily and seamlessly shared with your field advisors and agents for compliant distribution to their social networks and personal websites.

By bringing Hearsay and Adobe together, firms significantly expand the reach of marketing efforts, provide their agents and advisors with the most engaging content, and more accurately measure content performance and the impact that content has in delivering results for the field.



In the same way content is published to the web, assets can now be seamlessly pushed from Adobe Experience Manager directly to Hearsay's Content Library for sharing on the optimal channels and networks.



HOW DOES IT WORK?

- Hearsay's APIs allow high-quality content to be pushed from Adobe Experience Manager directly to the Hearsay Content Library
- Content creators choose which content gets sent to Hearsay, when it will be available and how it will be tagged for measurement
- Agents and advisors can now quickly access the best content your firms have to offer and share it with their networks
- Marketers now enjoy more reach and a complete view of content performance across channels

PRODUCT INTEGRATIONS



Social



Sites



WHAT CAN HEARSAY + ADOBE DO FOR YOUR PROGRAM?



Hearsay empowers financial services agents and advisors to transform the client and prospect experience with social selling, websites, text and voice solutions.

Adobe delivers digital experiences over the lifetime of your customer that build brand loyalty and drive demand. Adobe Experience Manager makes it easy to manage your marketing content and assets to ensure a consistent message across channels.

Together, Hearsay for Adobe Experience Manager elevates your end-user experience at each critical stage of the customer journey. Together, you can:

- **Deliver best-in-class content** across your distributed field
- **Create personalized experiences** for your field teams
- **Ensure consistency** - easily manage content across your advisors and agents social accounts and websites
- **Grow the brand** - utilize your field to reach a larger audience
- **Accurately measure content performance** and attribute the impact your content has in delivering results for the field
- **Meet the strict regulatory requirements** of FINRA SEC, FFIEC, IIROC, FCA and MiFid II

HEARSAY: A COMPLETE ENGAGEMENT PLATFORM

Hearsay continues to expand its platform to become a core component of our customers' respective ecosystems, delivering solutions and workflows that complement and are additive to the systems our customers rely on every day.

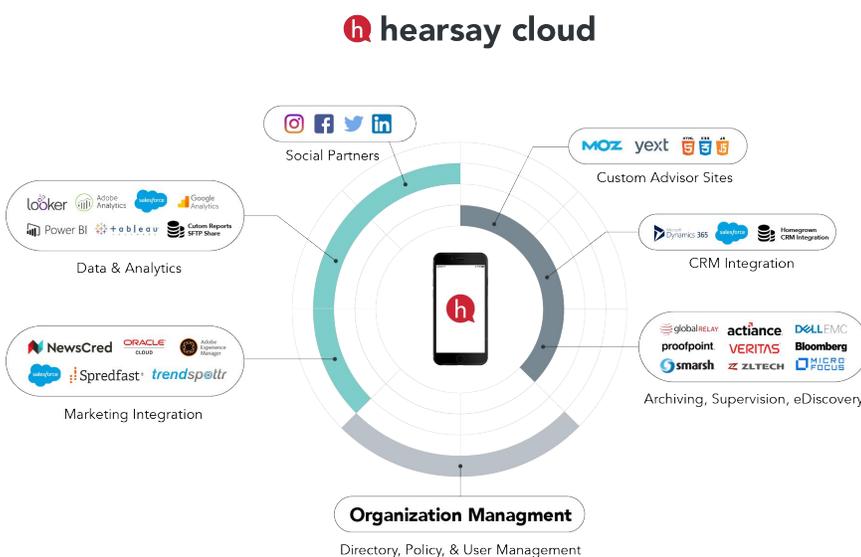
Our core products, APIs, and integration strategy are designed to help your team engage clients in the **Moments that Matter**.

Find out how Hearsay can help your advisors and agents grow business compliantly:

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ABOUT HEARSAY SYSTEMS

Hearsay Systems offers the Hearsay Advisor Cloud for financial services, empowering advisors to efficiently and compliantly use social media, websites, text and email to engage with customers, build stronger relationships and grow their business. Its prescriptive technology processes and prioritizes data from across digital channels and data systems, providing actionable suggestions for advisors on how they should engage with clients next. Built for the enterprise, Hearsay connects these advisor-client interactions and data to corporate CRM systems and digital marketing programs, and provides efficient compliance supervision and review workflows – all on a secure, enterprise-ready platform.

Hearsay is used by more than 150,000 advisors and agents at the world's largest financial services and insurance firms. The company is headquartered in Silicon Valley with offices throughout North America, Europe and Asia. Connect on Facebook, Twitter, LinkedIn and the Hearsay blog.

