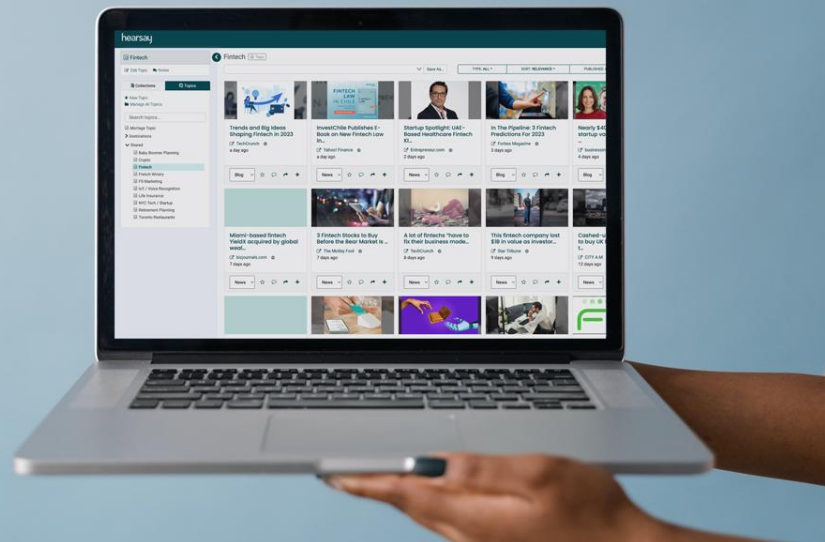


hearsay content+



Intelligently curated content at your fingertips

Developing new social posts, day after day, is challenging and time-consuming. Content+ harnesses the power of AI to act as an on-demand content curator, empowering field teams to leverage compliant, customizable streams of third-party content to enhance their social selling strategy.

Content+ is built into Hearsay Social, making it easy to build, manage, and curate third-party content collections from trusted sources. You define topics and parameters that matter to your business (hierarchies, geographies, and customizable lexicons), and our system does the rest.

BENEFITS OF CONTENT+



Best-in-class AI curation uses multiple layers of filtering and logic to build highly customizable content streams



Our intuitive admin user interface makes it easy to build and manage content collections within the Hearsay platform



Built-in risk mitigation gives firms the power to ensure content aligns with their company's risk tolerance

BOOST YOUR SOCIAL STRATEGY WITH CONTENT+

Content+ leverages best-in-class AI to curate content that resonates most with your program's unique client base.

- Admins can automatically surface content that aligns with specific needs and gaps (e.g., relevant to specific lines of business, geographies, or hierarchies)
- Firms can set clear parameters for suggested content (e.g., volume, type, payroll, etc.)
- Risk management teams can rest easy knowing all content added to your firm's Social library is automatically sent through compliance workflows

To learn more or to see Content+ in action, please reach out to your Hearsay account team.

A TRUE ENTERPRISE PARTNER

Content is the lifeblood of any strong marketing program. That's why Hearsay offers the most comprehensive resources and tools to boost your content strategy at scale and ensure your entire field can thrive on social and beyond.

SUPPORT THAT GOES BEYOND TECH TOOLS

Beyond regular program analysis offering tailored guidance, strategies, and best practices, Hearsay also uniquely offers in-house expertise for content strategy, operations, services, and thought leadership insights.

A combination of top tech and expert support helps firms build successful content programs that consistently deliver.

THE BEST WAY TO CURATE ROBUST CONTENT

Fully embedded into your Hearsay Social library, Content+ strategically and intelligently surfaces targeted content to your field, ensuring that the right posts are served to the right audience at the right time.

- Hearsay's content library allows programs to ingest and curate content from a wide array of sources—including brand content, CMS, third-party content, and more
- 'Netflix-style' recommendations are tailored to the individual user for best-in-class personalization
- AI optimizes inputs like audience behavior, peer success, and user interests to identify the most impactful content for a particular user and uses those insights to serve up similar content

IN-HOUSE INDUSTRY EXPERTS



Tim Rickards
Head of Content Services



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Head of Digital Transformation

The screenshot displays the Hearsay Post Library interface. At the top, there is a navigation bar with icons for Home, Administration, Social, Relate, and Sites. Below this is a sub-navigation bar with options like Content, Ads, Signals, Activity, Contacts, Metrics, and Profiles. The main section is titled 'Post Library' and includes tabs for 'RECOMMENDED', 'BROWSE', 'PRERELEASED', 'CAMPAIGN', 'SCHEDULED', 'PUBLISHED', 'DENIED', and 'PENDING'. A search bar is present with the placeholder text 'Type here to search for content'. The 'Recommended for your audience' section features a grid of four content cards. Each card includes a thumbnail image, a title, a short description, the creator's name, and engagement statistics (published times and engagements). The cards are: 1. 'Our dogs work alongside professionals to help reduce stress, social isolation and anxiety to improve mental health and wellbeing.' by PRADEEP ANANTHAPADMA. 2. '"How far you can go with us?"' by KRISTINA COOPER. 3. 'Story Of A Successful Woman' by LAURA TOMAS. 4. 'Risks faced by banks frame the key considerations and controls that banks must consider and implement.' by JOHN NORMAN. A dark teal callout box on the right side of the interface contains the text: 'Only Hearsay uses multiple layers of AI to curate content that resonates with your advisor's unique network'.

