



**The UK's leading
advertising platform for
financial service leads.**

Leads we specialise in



Why Financial Service Leads?

We are trusted partners with a selection of the UK's most reputable independent financial advice companies. Delivering a full range of leads that help drive and develop their organisations, providing financial stability and growth.

“Our ads receive over 11 million impressions per month”


What makes us tick?

**Good financial advice is
hard to find.**

**We connect our consumers
with our network of reputable
FCA approved advisors.**

Join us today.

Enjoy our brand

 **Financial Advisor UK**
Sponsored

Average final salary pension transfer offers reached £368,000 by the end of 2019.
Want to see how much you could get?


Before you go...

Average final salary pension transfer offers reached £368,000 by the end of 2019

Want to see how much you could get?

YES
Contact me with a final salary pension specialist

NO
I don't need more money in retirement



FINANCIALADVISORUK.COM [Learn More](#)


 **Financial Advisor UK**
Sponsored

Our mortgages are as individual as you are.







FINANCIALADVISORUK.COM [Learn More](#)


 **Financial Advisor UK**
Sponsored

Tired of pension planning? Let us do the hard work so you don't have to.

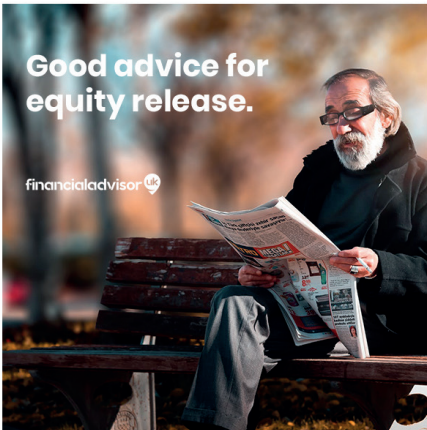





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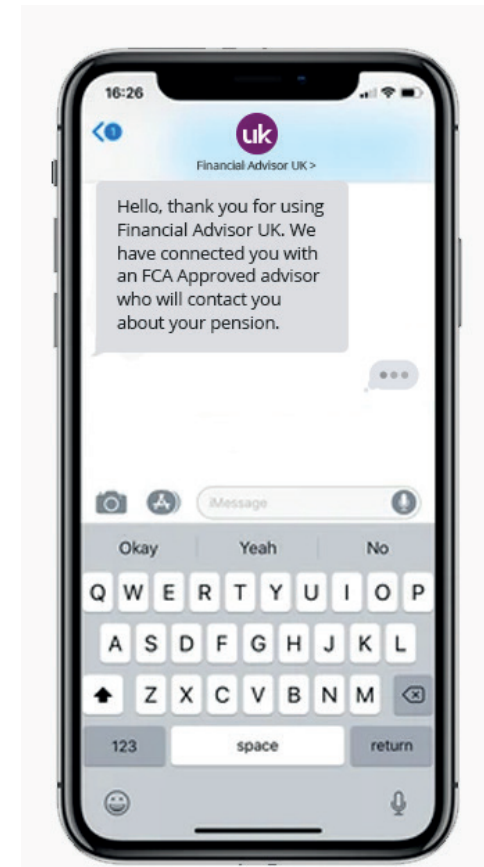
Good advice for equity release.





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Automated technology



The largest digital footprint on social media in the UK

For people interested in...

- Pensions
- Retirement
- Investments
- Mortgages
- Protection
- Equity release
- Tax planning
- IVA's
- Debt Management
- DB Final salary pensions
- Wealth management

62 cities covered!

"Our ads receive over 11 million impressions per month"

Social advertising footprint

We are an award-winning lead generation company. We help our partners grow their business by connecting them to the client opportunities they want.

Retirement Planning

AGE **50+**

PER MONTH **92k**

PER ANNUM **1.1m**

Investments

35+

1.1m

13.2m

Mortgages

23-60

2.4m

28.8m

Equity Release

AGE **55+**

PER MONTH **1.9m**

PER ANNUM **22.8m**

Protection

28-55

3m

36m

Pensions

50+

1.6m

19.2m

Wealth Management

35+

850k

10.2m

How we make a difference

Collaborating with our partners as a valued extension of your team to achieve acquisition targets across sales and digital marketing.

Audience

Recognised as having the largest online footprint in the financial advice market.

Insights

We share and exchange data with our partners to enable data-informed decisions that shift conversations from “we think” to “we know”.

Optimise

We interpret the data and adapt campaigns to optimise the user journey and maintain lead quality.

Conversion

We continually test and make updates to our consumer pages which allows the user experience to be optimised for our desired outcome.

Our brand

Customers are directed to Financial Advisor UK from social advertising, we are featured in The Times, The Mail, The Daily Telegraph, The Guardian and The Independent.



financialadvisoruk.com has the UK's largest digital footprint on social media. Our targeted ads reach over 11 million impressions per month and generate over 100,000 leads month registered to our advertising platform.

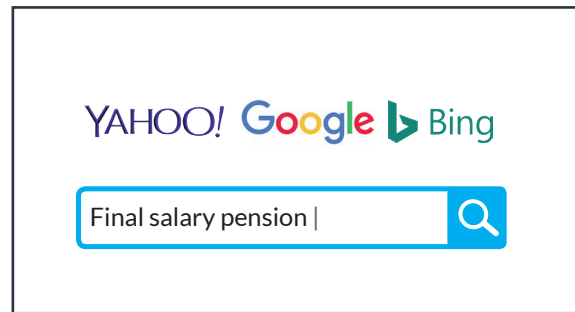
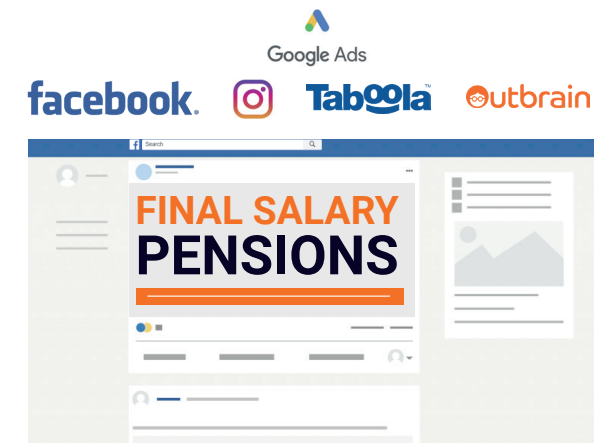
Our people & advertising technology

FSL's teams of marketing and business development & data analysis experts generate high-quality leads across the country.

We invest heavily in our technology and people so we can consistently deliver real-time, high-intent leads.



How we do it



1. Facebook Pixel tracks user search history. After potential customers have been searching for your services.



3. We advertise to consumers who have been searching for your services on a live basis.

2. FSL analyse data and build ad campaigns, to re-advertise a relevant service at the same time the customer is looking.

Driving partner success

We don't take success for granted, all our partners are inducted into a comprehensive on-boarding and performance management programme.

Our partner success team help our partners receive up to 400% ROI.

A structured onboarding programme

To ensure new partners get off to a flying start.

A dedicated partner success manager

Tailored training and support before you start and ongoing.

Customer experience team

Providing extra lead contact support and valuable user insight.

Regular performance updates

Weekly, monthly and quarterly performance reviews.

**We connect you
with the right
customers at the
right times.**

Customer journey

We attract, interact and communicate with your target audience who are actively seeking financial services.

Identify

PENSIONS



Wealth management
Retirement planning
Mortgages
Protection
DB pension transfers
DC pension transfers
Investments

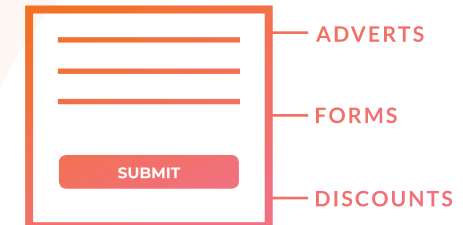
Target



Convert

We pass the lead straight to our partner for them to convert.

Engage



DB / Final salary value live transfers

Qualification Criteria

Name	<div>Fund Values £150k +</div>	Timescale on access to fund.
Address		Pension frozen or still have contributions.
D.O.B		Have 1-2 hour availability for F2F meeting with partner advisor within 7-10 days.
Phone		

Email leads



280,000 subscribers

280,000 people have subscribed to our Money Matters bi-weekly email. It is sent to all subscribers and this is growing weekly.

Our Money Matters email covers topics such as:

- Best rate mortgages
- Pension advice
- Protection
- Investments
- Retirement planning

Leads are provided to our members.



Thank you

Contact

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www.financialserviceleads.co.uk

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