

Prudential Retirement Finds ROI on LinkedIn

The Changing Face of Financial Services

How can companies show return on investment (ROI) from social networking in B2B industries like institutional financial services? That's the challenge faced by Prudential Retirement's Director of Digital Sales Enablement & Social Strategy Steven Webster.

One of the oldest and most trusted names in financial services, Prudential increasingly found itself competing in a dynamic market where clients and partners change positions and employers quickly, and where tracking and managing relationships became complex. In ever-increasing innovation cycles, their clients and partners were trying to stay abreast of trends, best practices and thought leadership relevant to their markets. For Prudential Retirement, one social network stood above all others: LinkedIn.

Prudential Retirement wins new business primarily through intermediary partner channels. Advisors with these firms are increasingly using LinkedIn to cultivate and manage relationships impacting their book of business. A recent study from LinkedIn

and FTI Consulting found that 75% of financial advisors use social networks for business and 62% report that LinkedIn helped them win new clients.

Webster recognized that LinkedIn connections represent a significant, untapped opportunity to strengthen Prudential Retirement's bond to key intermediaries and clients. Prudential has more than 17,000 employees on LinkedIn with almost 3 million LinkedIn connections.

Unleashing Social Business on a Regulated Industry

Unlocking the LinkedIn opportunity would not be easy. Prudential's employees would need to embrace LinkedIn as part of their everyday work and communication processes. Furthermore, they would have to work within the constraints of compliance software required to meet regulations established by the Financial Industry Regulatory Authority (FINRA), the Securities and Exchange Commission (SEC) and U.S. Department of Labor. Most important, Prudential would need to measure the real business ROI of employee use of LinkedIn.

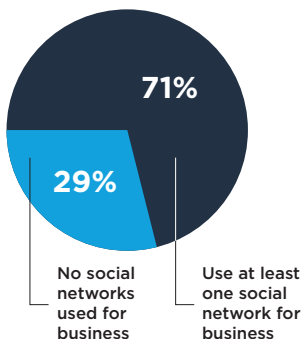
Prudential Retirement turned to PeopleLinx to launch a scalable and measurable program that would help the business unit's client-facing and strategic relations associates take full advantage of LinkedIn as a business relationship management platform.

PeopleLinx worked with Prudential Retirement's Digital Strategy, Compliance and Sales Operations teams to craft a compelling program tailored to Prudential Retirement's business goals.

PeopleLinx helped Prudential engage their connections with relevant updates, enabling them to leverage the power of employee networks. Employees and executives watched as social engagement brought Prudential employees closer to their intermediaries and clients.

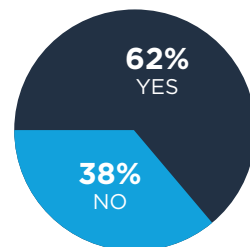
Overall Business Use of Social Networks

Among all financial advisors



New Clients Gained Through LinkedIn

Has your use of LinkedIn for prospecting helped you gain new clients?



“The power of the network is so strong, but often overlooked. We needed a solution that would harness the ability to brand, optimize and engage the network of our associates. Our program creates tighter ties to our prospects, clients and intermediary partners. That drives increases in business value.



STEVEN WEBSTER

*Director of Digital Sales
Enablement and Marketing*

Measurable Results—and a \$650 Million RFP!

Prudential's program showed dramatic ROI within weeks. Upon joining Prudential's PeopleLinx program, a Managing Director started updating her LinkedIn profile. Those updates appeared in her activity stream, and over the weekend she received a LinkedIn message from a former client. The two had been connected on LinkedIn for years, and her recent LinkedIn updates spurred the client to reach out with a business opportunity. **Four days later, Prudential was evaluating an RFP for \$650 million.**

The numbers suggest that this success story may be the tip of an iceberg. Offering the PeopleLinx

platform as an “opt-in” corporate benefit, Prudential Retirement achieved a sharp increase in the organization's key indicators:

- 190% increase in LinkedIn connections to intermediary partners, Prudential Retirement's key sales channel.
- 117% increase in first-degree connections, extending reach and the strength of their LinkedIn network within target industries.
- 97% increase in profile marketability, the benchmark of a member's progression through customized tasks and activities aligned with Prudential Retirement's specific business goals.

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About Prudential Retirement

Prudential Retirement delivers retirement plan solutions for public, private and non-profit organizations. Services include state-of-the-art record keeping, administrative services, investment management, comprehensive employee investment education and communications, and trustee services. With over 85 years of retirement experience, Prudential Retirement helps meet the needs of over 3.6 million participants and annuitants. Prudential Retirement has \$299.4 billion in retirement account values as of March 31, 2013. Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately \$1.06 trillion of assets under management as of March 31, 2013, has operations in the United States, Asia, Europe, and Latin America. Prudential's diverse and talented employees are committed to helping individual and institutional customers grow and protect their wealth through a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds and investment management. In the U.S., Prudential's iconic Rock symbol has stood for strength, stability, expertise and innovation for more than a century. For more information, please visit www.news.prudential.com.

About PeopleLinx

Founded in 2009 by early LinkedIn employees, PeopleLinx makes social selling easy. Our gamified platform helps employees optimize their profiles (establish credibility), leverage their relationships (get warmer introductions), and engage their connections with targeted content (attract prospects). PeopleLinx was named a Gartner Cool Vendor for 2014. Customers include Fortune 500 leaders in banking, insurance, legal, high-tech, and professional services.

For more information or to schedule a demo, please call 267.773.7320 or visit www.PeopleLinx.com.

