CUSTOMER JOURNEY TO BUY ASSET MANAGEMENT SOFTWARE

AWARENESS STAGE

12 to 18 Months — Typically starts 12 to 18 months before the actual purchase

Generic — Online Search Behaviour is Generic

Focus — Information Collection

CONSIDERATION

12 & 53% — **Typically users do 12 generic searches before engaging with any vendors**
- Scan online ecosystem - Websites, Forums, Reviews, YouTube, LinkedIn etc
- 53% research and compare products online before contacting vendors

Touch Points — **Predominatly Online**
- Typically liasie with 5 to 6 Vendors
- Prefer online communication cycle

Focus — **Highly relevant benefit led Information**
- Industry specific case studies and videos typically get more attention
- Like short overview and long product demo videos

INTENT

Team Product Demo's (Typically done at Customer's Office)

Decision Maker Involvement

Typically More Than 1 Demo

Request References

PURCHASE

2 - 3 — Typically shortlist 2-3 vendors

2 - 3 weeks — Generally this stage is the shortest stage, lasting a couple of weeks

Focus — Confidence validation in their chosen product/vendor

Post Sale — Typically ask post sales questions