
MODERN AMERICAN ADVISOR

PARTNER WITH US · COMMERCIAL BRIEFING

VOLUME FOUR · ADVISOR INTELLIGENCE

PlayVerto Advisor Intelligence

*Turning advisor engagement into market signal, leads
and strategic advantage.*

ModernAmericanAdvisor.com

A LUXURY EDITORIAL PLATFORM FOR THE U.S. ADVISORY MARKET

MAA / PARTNERSHIP SUITE

OPENING STATEMENT

Audience engagement, converted into commercial advantage.

PlayVerto is not a survey product. It is a market intelligence, lead generation, research, content and sales enablement engine.

Traditional surveys are flat, low-energy and easy to ignore. PlayVerto changes the experience. It uses a more interactive, gamified format to capture advisor sentiment, product preferences, awareness, buying intent, market priorities and strategic needs.

ONE

Why Market Intelligence Matters

Firms selling into the advisory market need to know what advisors actually think, need, fear, understand and intend to buy. Without that intelligence, campaigns rely on assumption. With it, every commercial decision becomes sharper.

TWO

Why PlayVerto Is Different

- Gamified engagement that holds attention
- Higher-quality participation from senior advisors
- Richer insight than a conventional survey
- Lead generation potential built into the format
- Content and campaign outputs ready for amplification
- Sales intelligence for partner sales teams
- Strategic value across multiple departments

“ An advisor intelligence platform that delivers research, leads and content in a single campaign. ”

THREE

Example Use Cases

- ETF brand awareness, recall and fit
- AI adoption readiness across firms
- Technology buying priorities
- Advisor sentiment tracking
- Succession planning attitudes
- Recruitment and talent motivations
- Women in Finance leadership research
- Practice growth and Build to a Billion research
- Product launch testing
- White paper and report creation

FOUR

What Partners Receive

Every PlayVerto campaign is run end-to-end, from research design through to commercial activation.

- Research strategy and question design
- Gamified PlayVerto experience build
- Branded research environment
- Targeted advisor invitations and audience segmentation
- Response dashboard and lead capture where compliant
- Insight summary and editorial write-up
- Infographic, webinar, podcast and newsletter amplification
- Sales enablement outputs for partner sales teams

FIVE

Michael Sani Leadership

Michael Sani leads Modern American Advisor's data, research and market-intelligence work. Recognised for his innovative approach to survey design and audience insight, he specialises in transforming sentiment, product preferences, buying intent and market trends into commercially useful intelligence.

His background includes large-scale engagement, civic participation, policy-related research and data-led strategy work, giving MAA a distinctive research capability that goes far beyond conventional survey publishing.

THE DISTINGUISHING IDEA

A PlayVerto campaign produces more than a research deck. It produces warm leads, proprietary insight, editorial coverage, webinar discussion, social assets and a stronger understanding of the market a partner is trying to influence — in a single coordinated programme.

INDICATIVE PARTNERSHIP OPTIONS

Pricing Framework

All figures below are indicative and intended as a guide. Final partnership pricing is shaped by campaign scope, audience targeting, exclusivity and editorial integration. Bespoke proposals available on request.

Monthly pulse sponsorship	\$15,750 – \$24,850 per month
Shorter bespoke Advisor Intelligence campaigns	From \$35,000
Fully integrated bespoke premium campaigns	\$56,500 – \$112,500+
Annual research partnership	By proposal

NEXT STEP

Discuss A Research Campaign · Build An Advisor Intelligence Programme

partner@modernamericanadvisor.com · Book a partnership call via ModernAmericanAdvisor.com/partner-with-us