

Next-generation proxy voting

How new innovations are transforming the proxy process for asset managers

Gone are the days where proxy mailings and phone calls represent the only means of shareholder engagement. Today, new innovations enable funds to engage shareholders in ways that lower costs, strengthen long-term relationships and maximize participation.

Plan the Vote

New data-driven technologies facilitate pinpoint shareholder targeting for more accurate logistical planning and cost projections.

- Data aggregation
- Propensity-to-vote analyses
- Vote forecasting

Best practices suggest using digital tools to enhance traditional methods of engagement.



Drive the Vote

A multi-pronged, omni-channel approach to proxy solicitation combines the advantages of both paper-based and digital communications.

- Enhanced proxy design
- Social media advertising
- Text messaging reminders

Social media is a huge opportunity.

68%

of U.S. adults report that they are Facebook users



75%

of those users access Facebook on a daily basis

Source: Pew Research Center

Capture the Vote

More voting options maximize convenience and accessibility by making it easier for shareholders to participate.

- Phone
- Paper
- Mobile platform
- Email
- Digital mailbox
- Social media

Year over year, the Broadridge mobile voting platform has seen:

15%

growth in votes

27%

growth in shares voted

Process the Vote

Proven systems and emerging technologies, like blockchain, improve vote processing and reconciliation.

- Broadridge proprietary post-vote reconciliation alleviates problems associated with overvoting.
- Blockchain maximizes voting efficiency, security and confidence.

Blockchain streamlines the proxy-voting process.

Distributed ledger technology generates an immutable and shared record of all voting activity.



Want to learn more about using next-gen strategies and technology to improve your next proxy campaign?

[Download our white paper today.](#)

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