



IS YOUR WEBSITE WORKING HARD ENOUGH?

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Design by Country
& The Engine

Hi everyone,
I'm Warran from Design by
Country, we are a brand
identity and digital studio.



Is your website working hard enough?

When clients are looking for a service, realistically they won't just be looking at you. They'll have potentially five or six different companies open on different tabs, and shortlisting doesn't take as long as you think.

Every company is trying to stand out and in doing so, they all pretty much look the same. So what can we do to get your company as the first choice?

Your website is not just your representation to the world, it is your 24/7 sales person. Your website needs to work as hard as you would when selling your service or product. For many consumers, your website will be their first ever interaction with the brand, and you want to make a good impression. Today we're going to look at how you can put your best foot forward.

What's inside?

Key Elements

- How to best market your solution/s
- How to engage and convert visitors
- How to focus on the prospect
- How to measure success

Food for thought

- 5 issues you might have with your website.

About us

- Who we are
- Get in touch



HOW BEST TO MARKET YOUR SOLUTION/S

Is your website working hard enough?

Your Returns, Illuminated



Enquire now to discover a trusted and highly responsive performance attribution solution.

Messaging

Let's talk messaging. Messaging should clearly indicate who you are and what you do.

These are the fundamentals and should be used across every communication tool you have, from the website all the way to your business card.

How best to market your solution/s



By simplifying complex processes and improving day-to-day front-end usability, our proven cloud-based model offers superior accuracy, greater flexibility and faster implementation than other market-leading solutions.



About Us

Established for almost 10 years, we work with some of the world's leading financial institutions, empowering fund and performance managers to drive better investments by delivering total transparency and visibility on the source of their returns.

Based in London and Chicago, CloudAttribution's founders each have over 20 years' experience in the asset management industry across portfolio management, technology and operations.

This combination has fueled innovative development which solves the fixed income and multi-asset attribution challenges the asset management industry still experiences.

Proposition

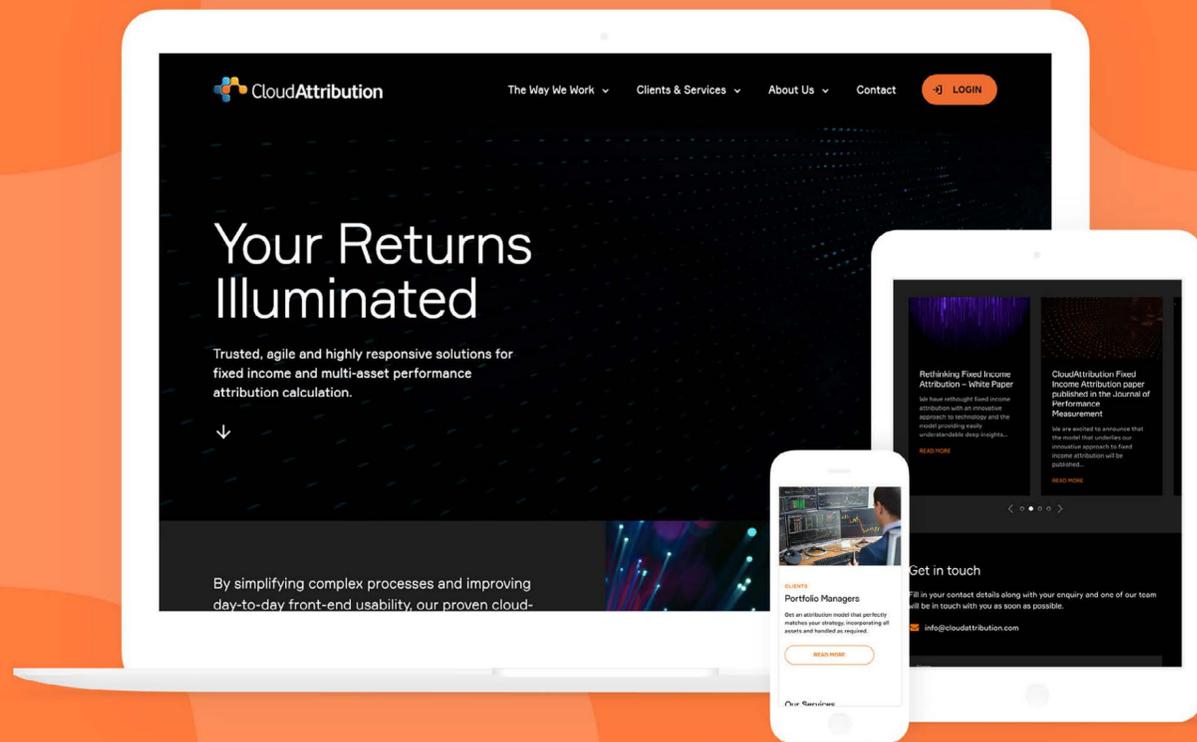
Your value proposition is the number one most important part of your messaging. Getting this right is what will set you apart from the competition.

Your proposition should tell clients why you're the top choice and will be used just about everywhere. Think from the perspective of the client and what they may need, what can you offer them to remedy this?

We can prioritise different needs and outcomes to produce the strongest possible proposition for your service. The lowest being functional values, like saving time and money, followed by entertainment values.

However, if we continue to scratch away at the surface, we can find much deeper values that will really help your proposition stand out.

How best to market your solution/s



Brand Consistency

One of the most important parts of your brand is consistency. When users think of your brand, they should have a clear and specific image. If your branding is inconsistent, consumers are more likely to forget you.

You can improve your consistency by ensuring the brand colours, fonts, logos, and slogans are consistent across and within all platforms. A great way to do this is to produce a style guide that you can use universally across everything you design.



HOW TO ENGAGE AND CONVERT VISITORS

Is your website working hard enough?

Company personality

Every time we speak, we convey something of ourselves. Our personality, it informs everything we do and say, and that's no different from a business.

So let's look at the personality of your brand.

The tone of voice is everything when it comes to making a good impression. It's worth having some kind of voice guidelines. If you're light on text then that could be just a short reference doc. But if your site uses a lot of copy, it's time to start putting together a detailed guide.

A strong voice is one that is individual. Try to echo your clients in the voice of the brand. Mirroring your client's speech develops trust.

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Model

Any fixed income model needs to be **easily explainable** and **implementable**.

It also needs to be fit-for-purpose to **serve both front and middle office** requirements whilst being flexible enough to incorporate all of the variety of alternative instruments both now and in the future.



Our Solution

We take a **returns-based** approach and we build a **bespoke performance** calculation to match your accounting data.

This gives an **accurate** input to attribution and results in no residuals. Basing the analysis on returns **reduces and simplifies** the data requirement. It means we can use the **same analytics** as the front office. The **detail and insights are better**.

That being said, every business these days is down to earth with a casual tone. You want to stand out from the crowd.

Your voice is an expression of your values. So let's get to grips with what your values are.

Sit down with your team and think back to the very beginning. When you started your company, what was it you wanted to achieve?

Try to narrow in on four key values that best represent you. Don't make them up, just like with first impressions in real life, you want to make a good impression, but not a false one.

If your service were a person, how would they come across? Would they be shy and retiring? or maybe edgy and opinionated?

More importantly, would you want to be their friend? If not, you need to change up your voice.

Our Story

CloudAttribution was founded in 2012 by leading industry experts to directly address the need for a faster, simpler and more reliable performance attribution reporting system for fixed income and multi-asset portfolios.





HOW TO FOCUS ON THE PROSPECT

Is your website working hard enough?

How to focus on the prospect



CLIENTS

Performance Managers

For performance managers and teams, we offer a simplified fixed income model that is highly intuitive, with no residual, so you can focus purely on the output and analysis.

[READ MORE](#)



CLIENTS

Portfolio Managers

Get an attribution model that perfectly matches your strategy, incorporating all assets and handled as required.

[READ MORE](#)



Your ideal client

Before we think about you, we need to think about just who it is you're talking to. Not just a general demographic, but the human thoughts, feelings, and problems of the people you're speaking to.

Empathy is key here. The more you know, the better your copy will be. So how do we find out?

You actually already have a pool of insider knowledge to work from in this regard, your current clients. Client interviews and questionnaires are a great way to gather information about what drew those clients to you.

Reporting

Our online reporting tools make it easy for portfolio managers and client teams to view and interrogate performance results, helping you to better understand what's driving returns and demonstrate greater transparency in the fund management process.



It's also a great time for self reflection, find out what you can do to improve your service. Your customers will appreciate your interest.

Let's also look at data gathering. If you don't already have this info, now's a good time to start looking. Identify common characteristics and trends between potential clients.

So now we have that data, what do we do with it? It's time to get creative.

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True Partnership

It seems obvious to state but attribution, not implementation, is the desired end product.

Implementations needs flexibility to avoid stalling and models need to be manageably complex.

Even after implementation it can help to have experts on hand to aid in interpreting some of the results.



Our Solution

We work with you, making alterations where necessary to ensure successful implementation.

This assistance continues after implementation to make sure you maximise insights from the data and to provide ongoing system improvements.

Client Avatar

You're going to create an ideal client profile. Who is he, she or them? What do they do? What are their motivations, more than that, think about the simple things, favourite foods, hobbies, anything. All of this will flesh out your view of the client and, in turn, make your copy stronger.

Remember, you aren't writing to a market, you're writing to people. All individual and unique.

You can create as many of these personas as you need, just remember you aren't talking to a group. You're talking to a person.



HOW TO MEASURE SUCCESS

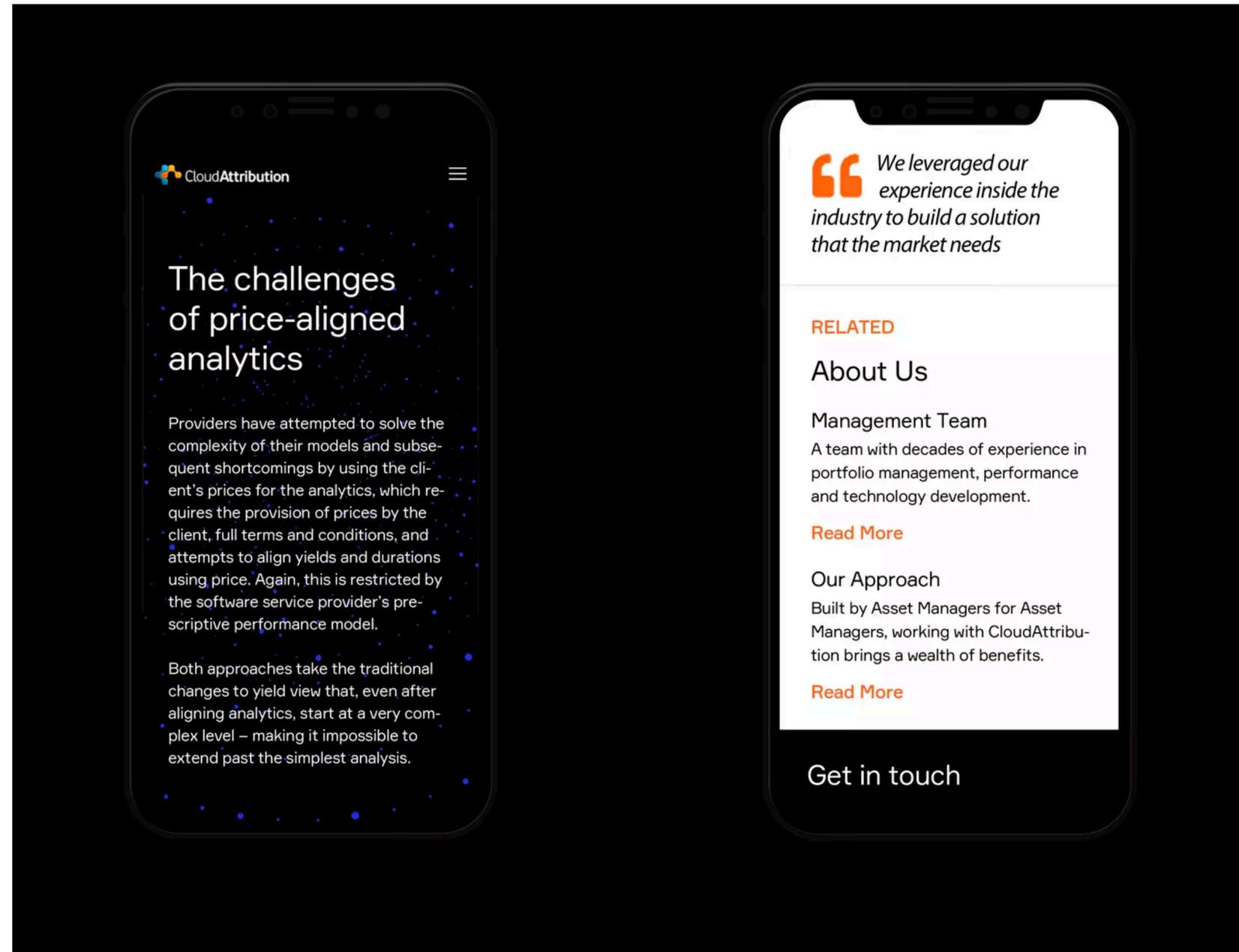
Is your website working hard enough?

Understanding numbers

So now we have our website.
It's fully optimised and potential clients are flocking in to see what you have to offer.

How do we know if we're doing well?

It's time to dive back into data. It's very important to monitor clients website activity to see how much this translates into usage or sale of your product.



Hint

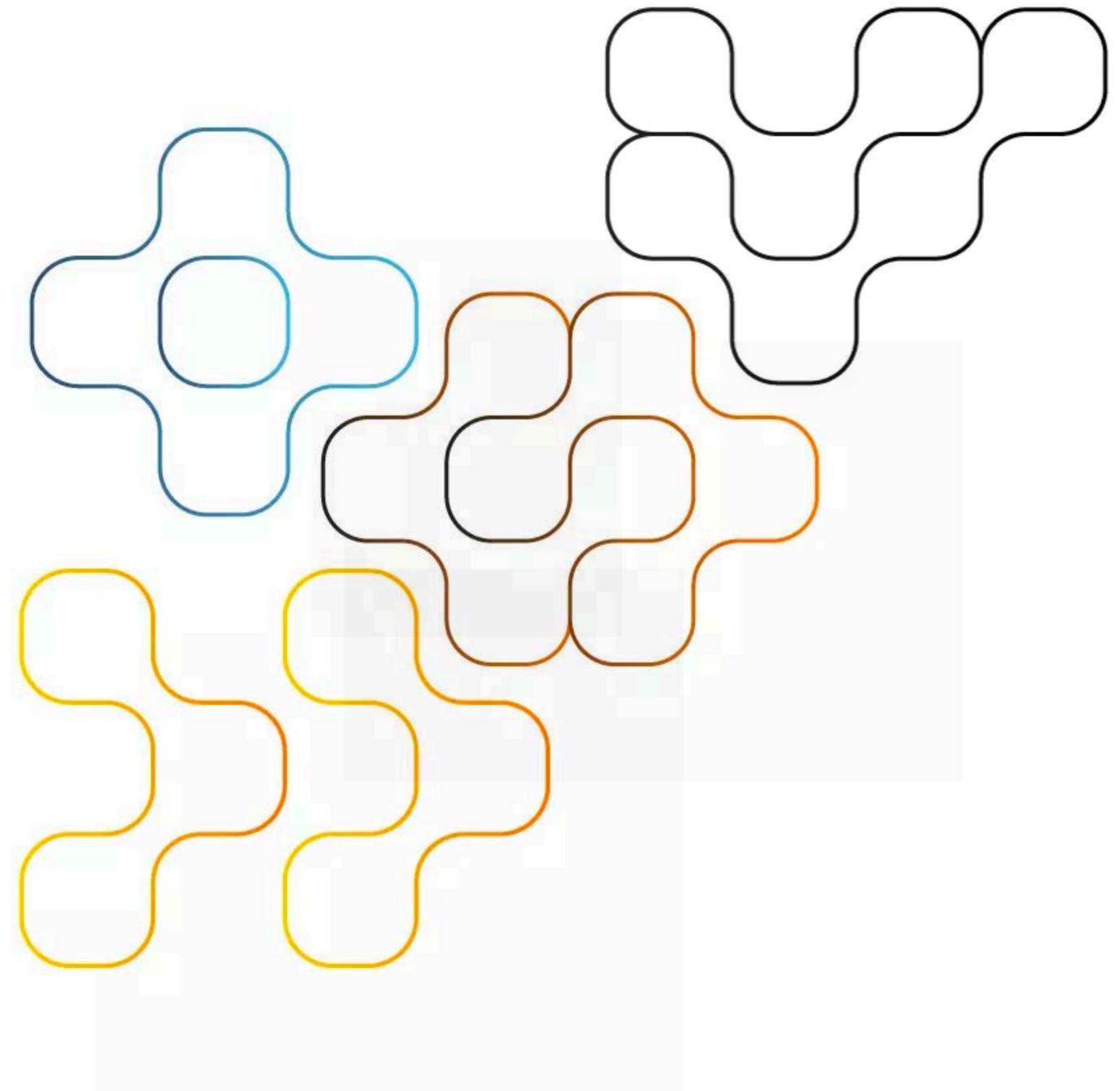
It's important to continuously test and monitor your site. Services like Google Analytics can help you track user experience, but there's no better test than using the site yourself.

There are a variety of tools available that can help you do this. Google's Test My Site will give you an actionable report on optimising your site.

WebPage Test is another service that will test your site's speed in relation to various locations and connection speeds.

However, it's not just the data that's important. It's how you interpret it. For example, you might think it's great that users are spending a long time on your website and accessing multiple pages.

But it could be indicative that users are struggling to access the information they need. It's all about taking a holistic approach and trying to understand the psychology of the people behind the numbers.



How to measure success



Our first instinct might be to be driven by the numbers. But in reality, we'll find much more success if we focus on data informed design.

The numbers may not lie, but the stories behind them are a lot more complicated. It's important to talk to users directly to fully understand their experience with the site.

It's also important not to panic! If the site isn't doing the numbers you hoped, that doesn't mean the design has failed, subtle tweaks as issues occur can be much less costly than a complete redesign.

This could even have an adverse effect. Ideally, you want most users to be unaware of any changes you make.

Problem	Issues	Our Solution
<p>Managing an ever-increasing security count</p> <p>Evolution from top-down attribution of 10 sectors to full security-level attribution.</p> <ul style="list-style-type: none">✗ Desire to surface exposures being managed✗ Expose underlying assets within the fund✗ Represent ETFs via benchmark securities	<ul style="list-style-type: none">✗ Each portfolio and benchmark combined can be 16,000 to 20,000 securities✗ Processing itself is a challenge✗ Increase in sources of error	<ul style="list-style-type: none">✓ Focus on the factors being managed✓ Sector, country and currency✓ Match to the management style✓ Reduce the assets without losing detail in attribution 

We are an independent brand identity and design studio based in Shrewsbury, UK.

We use personality led design to create living, breathing brands that resonate more powerfully.

You'll get richer results from a deep and meaningful relationship with your design team. Bringing to bear your taste, gut, intuition and passion along with ours. Working closely and fluidly together, not relying on rigid models or processes.

Let's get personal

We're all about the people. We don't have a large headcount or expensive offices; just smart people coming together where and when you need them to work on your business problem. We concentrate on the needs of our clients, whether they be small start-ups brimming with energy or big, bold established business.

5 issues you might have with your website.



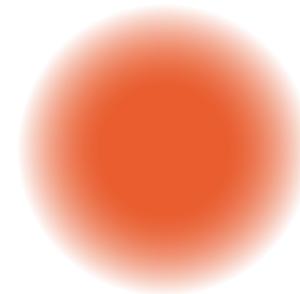
Difficult to navigate
Can your prospects find what they need?



Weak branding
Are you memorable throughout your site?



Not enough quality content
Better engage and convert with content.



Lack of focus
How are you different and why?



Landing pages
Capture prospects and their details.



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Will your website now work hard enough?



Thank You

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