ENGAGEMENT BRIEF · CS-0043 · ANONYMIZED · ON REFERENCE

PARALLAX

Reaching audiences the previous agency had not been able to locate.

The client

One of the three largest global asset managers by total AUM (A.V.M.), engaged through its Wealth & Distribution division across intermediary, institutional, and direct-to-investor channels on two continents. The previous agency — a multinational network firm on a four-year retainer — had been quietly wound down after two consecutive years of declining response rates it could not attribute to any single channel.

The challenge

The marketing automation stack was instrumented against the calendar quarter and the business day. The audience, in increasing measure, was responding outside both: email opens drifting toward the small hours, intermediary RFPs arriving in clusters unaligned with allocator review cycles, direct-to-investor sessions showing measurable activity on public holidays. We framed the problem not as channel-mix optimization but as *time-signature mismatch*: the audience was operating on at least two distinct cadences, and the funnel was instrumented for one.

PRACTICE
Non-Linear Engagement Architecture

SECTOR
Asset management

REGION
UK · NY · NJ

DURATION
18 months (Aug 2024 – Feb 2026)

LEAD PARTNER
M. P. Ellison

ENGAGEMENT FILE
CS-0043

APPROACH

01
Instrument

Eight measurement frames deployed across the funnel to segment activity by cadence rather than by channel — separating the principal (calendar) time-signature from the displaced one.

02
Rebuild

Seven channels rebuilt to serve two time-signatures concurrently: trigger-based sends, rolling RFP intake, and session flows that do not assume the visitor's day is the firm's day.

03
Operate

The displaced cadence given standing representation in the CMO's weekly review — reported as an audience, not an anomaly. Two measurement frames retained as standing pilots.

OUTCOME

A funnel that meets the audience where it is now operating.

Aggregate response across the rebuilt funnel rose 38% against the trailing-twelve-month baseline. Intermediary RFP volume on the displaced cadence rose 116% and now exceeds principal-cadence volume in two regional books. Direct-to-investor session quality rose from a mean of 6.1 to 7.8 on the firm's standing twelve-point scale. The CFO's office has commissioned a follow-on methodology review; a brief is expected in Q3 2026.

+38%	+116%	7 / 2	+74
AGGREGATE RESPONSE VS. BASELINE	RFP VOLUME ON DISPLACED CADENCE	CHANNELS REBUILT / CADENCES SERVED	CMO-OFFICE NPS (POST)

> *The audience had not stopped responding. It had stopped responding on the calendar.*

Related practice: Non-Linear Engagement Architecture (liminalconsultants.com/services/non-linear-engagement-architecture). The engagement remains on reference, subject to the retention clauses in our legal disclosures. Metrics are observed where observation was possible.

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