Comprehensive Distribution Intelligence

Drive More Effective Distribution Efforts

BrightScope Beacon is an integrated market intelligence solution that drives higher sales, higher retention, and a streamlined approach to management reporting and analytics. Choose from Beacon's comprehensive proprietary datasets such as **Retirement Plan Intelligence, Advisor Intelligence, and Institutional Intelligence,** to easily build and strengthen sales and distribution pipelines with up-to-date information for any plan, advisor, provider, fund or asset manager across any channel.

Fuel Growth with The Right Data

BrightScope Beacon transforms the way firms see, understand and leverage their data resources. By combining aggregated sales data and market intelligence, cross-channel metrics and performance KPIs are brought to the surface. Through utilizing industry leading data and insights, you can create a direct path to more targeted and effective distribution strategies.

BrightScope Beacon is the leading provider of retirement plan and distribution intelligence, with an unmatched combination of retirement plan data and the advisors and firms linked to those plans.

Improve Market Segmentation and Grow Market Share

Target the Right Advisor with the Right Message and Product at the Right Time

Identify and Refine Growth and Retention Strategies

Retirement Plan Intelligence

Trended plan-level investment and service provider intel across 743K plans covering $6.5T in assets. Data is sourced directly from the DOL, IRS, FOIA Requests & Audited Financial Statements.

Advisor Intelligence

Detailed data for advisors, consultants, RIAs, dual-registered, and broker dealers covering 696K+ active advisors (1.4M including inactive), 41K+ firms, and 11K+ teams in the United States.

Institutional Intelligence

Features and details from Form 5500 and Form 990 for all registered defined benefit plans, foundations, and endowments spanning 1.5M plans and $12.8T in assets.

Lead the Way in Winning, Retaining and Servicing Clients

Easily benchmark plans, review plan details and investment menus, analyze territory structures, and uncover hidden market opportunities, to more precisely target your distribution strategies to grow and retain business.

- Instantly identify top opportunities by territory and market share.

- Analyze how sales evolve at every level of production.

- Quickly uncover asset classes, fund families, and market share opportunities.

- Integrate cross-channel sales data for each advisor and firm into your CRM.

- Unlock insights into over 550,000 Short-Form plans leveraging ISS MI's proprietary machine learning model.