

10 ways

to speed up
Regulated
Marketing
Compliance



SeeDynamic

Compliance should be your competitive advantage, not a barrier.



For marketing and compliance teams in financial services, meeting regulations can feel like an obstacle. Campaigns get delayed, content revisions pile up, and teams waste valuable time fixing the same issues *over and over again*.

The good news is, it doesn't have to be this way. When done right, compliance will support marketing, not block it. Beyond avoiding regulatory issues, effective compliance builds consumer trust and strengthens brand credibility.

UK consumers have become increasingly cautious about financial promotions after years of misleading ads, complex product terms and hidden risks. Regulators are responding with greater scrutiny, [70% of all advertising complaints received by the ASA](#) each year relate to misleading claims, many in financial services. Nearly 20,000 financial promotions were withdrawn or amended in 2024 following [intervention from the FCA](#), nearly double the amount in 2023.

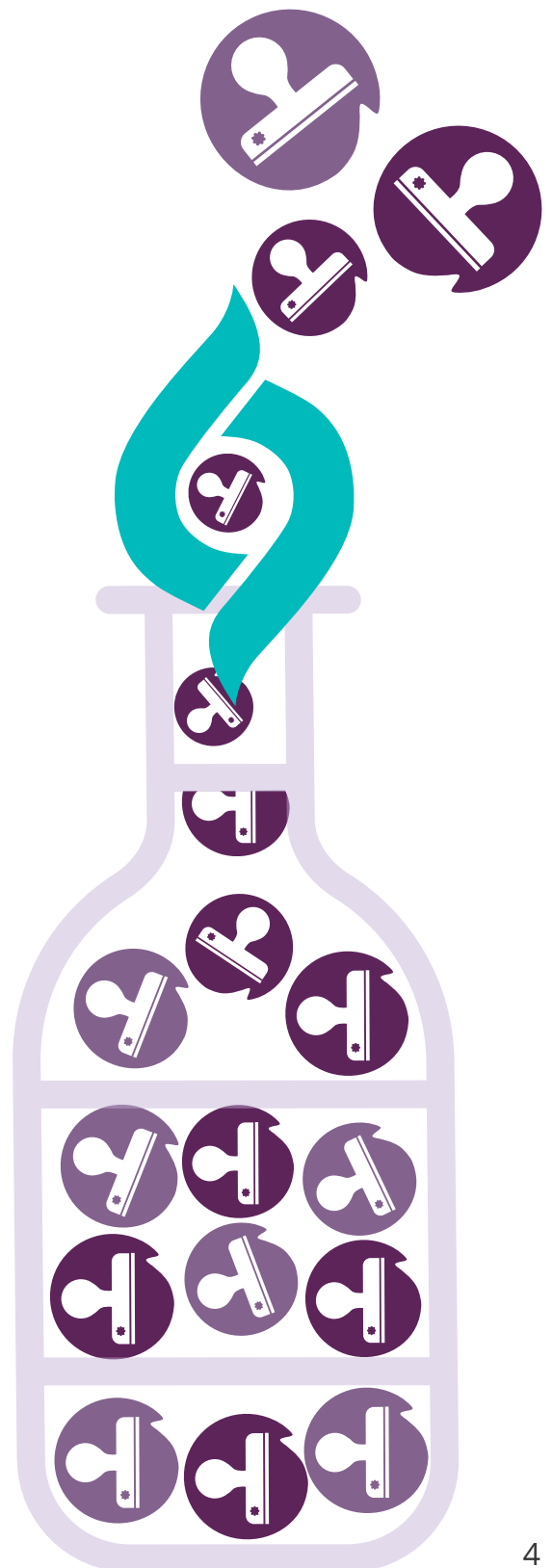
Marketing teams needn't be caught in a cycle of last-minute rejections and regulatory risks.



SeeDynamic helps **automate compliance checks**, giving marketers instant insights into potential issues before they become problems.

By reducing errors, ensuring consistency and speeding up approvals, SeeDynamic helps teams launch campaigns faster by introducing automated compliance checks.

Here are ten ways that **SeeDynamic** helps you overcome the most common compliance bottlenecks that slow down financial services marketing.



Catch **non-compliant language** early

One of the most common reasons marketing content is rejected by compliance teams is the use of restricted or high-risk words. Terms like *cheapest*, *single premium*, or *profit share* are often prohibited and restricted.

OUR REMEDY

Barred words check

SeeDynamic's barred words feature ensures that non-compliant language is caught before content reaches compliance teams. It scans marketing materials for restricted words and provides immediate guidance on what needs to be changed.



Uses **text check rules** to automatically flag restricted words as soon as they appear in content



Ensures that **compliance guidance** is unambiguous by distinguishing between prohibited words and advisory guidance



Allows for **custom rule configurations** based on product types, content categories, or risk levels, so different rules can apply to different materials



Can apply **additional context checks**, ensuring that insights only trigger when certain product names or phrases are found together

Reduce time spent **fixing the same errors** again and again

Marketing teams in financial services often face repeated compliance rejections for minor but critical errors. Incorrect phone numbers, outdated addresses, or inconsistent opening hours are among the most common reasons content is flagged.

Unlike legal or regulatory issues, these errors are often simple (if annoying) oversights. However, they are difficult to catch manually, especially in organisations with multiple branches, regional variations, or frequent updates to product details.

OUR REMEDY

Common inaccuracies check

SeeDynamic helps marketing teams avoid these setbacks by identifying common inaccuracies before submission, reducing unnecessary revisions and improving approval rates.



Uses **text check rules** to identify areas where errors are most likely to occur, such as phone numbers, addresses, and opening hours



Flags frequently incorrect content so that marketers can verify accuracy before submitting materials for compliance review



Provides **advisory insights** rather than automatic rejections, allowing teams to assess whether flagged content is correct



Can work alongside the **out-of-date content rule**, helping teams detect outdated regulatory terms, office locations, or legacy contact details

Catch **missing regulatory disclosures**

Every financial product comes with specific disclosure requirements that must be included in marketing materials. Missing disclosures are one of the most common reasons compliance teams reject content, leading to delays and extra work for everyone. These omissions can be accidental though, especially when multiple products are being promoted across different channels.

Ensuring that the right disclosures are always present can be challenging, particularly when different products and sub-brands require different wording.

OUR REMEDY

Product disclosures check

SeeDynamic automates this process by detecting when disclosures are missing and prompting marketers to add them before submission.



Uses **text check rules** to detect when a product name appears in content but the required disclosure is missing



Allows for **custom configuration** by product type, ensuring that disclosures are only flagged when relevant



Supports **text proximity rules**, meaning disclosures can be required when certain phrases or product names appear together

Remove the risk of **outdated information** going live

With frequent changes to interest rates, product terms and regulatory language outdated content can easily slip through unnoticed. However, manually tracking every update across multiple documents can be extremely time-consuming and prone to human error.

OUR REMEDY

Out of date check

SeeDynamic automates this process by detecting out-of-date content and prompting marketers to review and update it before submission.



Uses **text check rules** to flag outdated content such as old interest rates, discontinued product names, or regulatory terms that have changed



Allows for **custom rule configurations** based on regulatory updates, tone-of-voice changes, or product revisions



Provides **clear guidance** on whether flagged content is mandatory to update or simply advisory



Works alongside **common inaccuracies detection**, ensuring that frequently changing details like contact information are also reviewed

Get compliance-approved claims right the first time

Marketing teams in financial services often use phrases like *award-winning*, *market leader*, or *environmentally friendly* to highlight their brand's strengths. While these claims can be powerful, they require substantiation to comply with financial promotions regulations.

Claims that imply superiority, sustainability or independent endorsements must be backed by verifiable proof. Ensuring that every claim is properly substantiated before submission can be difficult, especially when multiple teams contribute to marketing materials.

OUR REMEDY

Mandatory substantiation check

SeeDynamic streamlines this process by automatically flagging claims that require supporting evidence, allowing marketers to provide the right documentation before compliance review.



Uses **text check rules** to detect claims that require substantiation, such as references to industry awards, rankings, or environmental impact



Provides **real-time guidance**, reminding marketers to include supporting documentation where needed



Can be customised to **flag specific high-risk phrases**, such as “Defaqto-rated”, “Moneyfacts-approved”, or “carbon-neutral”



Ensures **compliance with FCA guidelines** on fair, clear and not misleading promotion

Ensure every asset includes the right risk warnings

Risk warnings are a fundamental part of financial promotions. They ensure that consumers understand the risks associated with investment products, mortgages, and other financial services. Missing or incorrect risk warnings are a common reason compliance teams reject content, delaying approvals and requiring urgent corrections.

Every product type has specific risk warnings that must be included. For example, investment promotions require capital at-risk warnings, while mortgage promotions must highlight potential affordability risks. Manually checking for the correct warnings across multiple assets is inefficient and prone to error, especially when teams are working at scale.

OUR REMEDY

Warnings and mandatory check

SeeDynamic automates this process by detecting when required risk warnings are missing or incorrectly applied, helping marketing teams ensure compliance before submission.



Uses **text check rules** to confirm that the correct risk warnings are present in marketing materials



Supports **contingent rules**, ensuring that specific warnings appear when related claims or product references are included



Ensures **risk warnings** are accurate and prominently displayed, reducing the likelihood of compliance challenges

Keep content **clear and easy to understand** for all audiences

Financial services marketing must balance technical accuracy with clarity. Complex financial jargon, legal terminology, and industry-specific language can make content difficult for consumers to understand. If content is too complicated, compliance teams may flag it for revisions to ensure it meets FCA requirements for clear, fair and not misleading communications.

Readability is particularly important under Consumer Duty, which requires firms to ensure customers can understand the information provided to them.

OUR REMEDY

Readability scoring

SeeDynamic automates this process by evaluating content against industry-recognised readability standards and providing real-time guidance to improve clarity.



Uses **readability scoring** based on two industry standards: Average Readability Index (ARI) and Flesch Reading Ease (FRE)



Can be set to **trigger advisory insights** for all content or flag content only when it falls below a corporate readability threshold



Helps teams **identify overly complex wording** and sentence structures before submission

Stop letting **spelling mistakes** undermine your brand's credibility

Typos and spelling errors in financial promotions can damage credibility and erode consumer trust. Even a small mistake in a product name, disclaimer, or regulatory statement can raise compliance concerns, delay approvals, and make marketing materials look unprofessional.

Unlike general spelling errors, financial services marketing often includes industry-specific terminology, acronyms and legal language that standard spell-check tools may not recognise.

OUR REMEDY

Spell check

SeeDynamic helps marketing teams maintain accuracy by running an automated spell check before submission, ensuring that all content is polished and compliant.



Uses an **integrated British English spell check** that can be applied to all content or restricted by tags for specific document types



Allows firms to **create custom dictionaries** to recognise industry-specific acronyms, product names and compliance terminology



Helps maintain **brand consistency** by flagging inconsistent spelling and formatting errors

Ensure all **footers and legal disclaimers** are present

Every financial promotion requires specific footer information, including company details, regulatory disclaimers, and contact information. Missing or incorrect footers are a frequent cause of compliance rejections, delaying approvals and creating unnecessary revisions.

Footers play a critical role in ensuring that marketing materials meet FCA regulations. They must contain the correct legal and regulatory statements, be up to date and be formatted consistently across different types of content.

OUR REMEDY

Regulated footer check

SeeDynamic eliminates the risk of missing or incorrect footers by automatically verifying that required information is present before content is submitted for approval.



Uses **text check rules** to confirm that footers contain the required company name, address, and disclaimers



Can be configured to **apply different footer requirements** based on product type or jurisdiction



Uses **text proximity rules** to check that the correct footer appears when specific content or product references are included



Reduces the risk of compliance rejections by ensuring all materials meet financial promotions regulations

Pre-empt compliance guidance instead of reacting to it

Many marketing teams experience a frustrating cycle of compliance rejections. Content is submitted, reviewed, and sent back with required changes, leading to repeated revisions and delayed campaign launches. This reactive approach slows down approvals, increases workload and creates friction between teams.

OUR REMEDY

Content guidance

SeeDynamic enables marketers to identify and address high-risk content before submission. By providing pre-emptive compliance guidance, the system helps teams create content that is more likely to be right first time, reducing the need for multiple rounds of revisions.



Uses **text check rules** to flag words or phrases that are higher risk, such as exclusive, guaranteed, or peace of mind, which may require additional context or restrictions



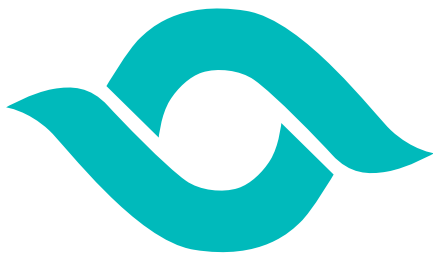
Provides **advisory guidance**, helping marketers make informed decisions on content adjustments



Allows firms to **customise compliance insights** based on internal policies and risk tolerance

Accelerate Financial Services Marketing

The image displays two screenshots of the SeeDynamic interface. The left screenshot shows a 'Rule Book > Rule' configuration page. It features a 'when' section with a toggle for 'This rule will run for the following content:' and a 'Text Check' dropdown. The 'then' section includes a 'Text to look for e.g. "Terms & conditions"' field and a 'Rule Tester' section with an 'Upload or drop a file here' button. The right screenshot shows a 'Rule Book > Content tags' configuration page. It includes sections for 'ItemType' (with 'Add new tag' and 'KFD x Web Page x' tags), 'Product' (with 'Add new tag' and 'All Products x Banking x Insurance x Investment x Life Cover x Mortgages x' tags), and 'Rule Category' (with 'Add new tag' and 'Address x Claim x Disclaimer x Disclosure x Substantiation x Terms x' tags).



SeeDynamic transforms the approval process by **automating compliance checks, reducing errors, and ensuring that financial promotions meet FCA regulations and Consumer Duty requirements** from the start.

Marketing teams can submit content with confidence, knowing it is accurate, compliant and ready to go live without delays.

Faster **compliance,**
fewer revisions,
more **confident**
marketing

See it in action:

[Book a SeeDynamic demo](#) 

Or find out more ...

[Visit us online](#)



[Explore the documentation](#)



SeeDynamic

from
bethebrand