COGENT™ WEALTH REPORTS

2017 Syndicated Research Catalog

Advisor Research

Our Advisor research allows subscribing firms to get a full picture of the advisor marketplace via a mix of continuous online data portals, a tested segmentation model and traditional printed reports. Insights are based on online surveys among representative cross sections of registered financial advisors with at least $5 million in assets under management across all channels.

	Report	Sample Size	Description	Deliverables	Annual Investment
Portals	Cogent Beat™ Advisor	400/ month	Track and manage your brand with continuous insights and monthly updates from the financial advisor point-of-view. This online tool allows clients to monitor brand positioning, current product trends, anticipated growth and wholesaler effectiveness throughout the year so you can see the impact of market changes and marketing initiatives.	• Monthly data updates via an easy-to-use web platform with the ability to filter, segment, compare and combine data • Quarterly summaries covering brand equity scores and timely topics • Up to three analyst hours per quarter • Advisor Brandscape® report • On-site custom strategy session and presentation	$120,000
Portals	Media Consumption™ Advisor	400/ month	Inform media buys and maximize reach among financial advisors with this one-of-a-kind online media tracking tool. This portal allows firms to monitor the media usage patterns and preferences of advisors across more than 100 individual media properties and make the most of their marketing budgets by measuring the impact of ad spend on brand perceptions on a monthly basis.	• Monthly data updates via an easy-to-use web platform with the ability to filter, segment, compare and combine data • Up to three analyst hours per quarter • Quarterly summaries of the top TV, web, print, mobile and social media properties	Call us for further details and pricing options
Segmentation	Cogent Advisor Segments™	N/A	Struggling to figure out how to create an effective segmentation strategy for your advisor marketing efforts? Get right to the solution with our proven advisor segmentation program. This intelligence enables financial services firms to target advisors based on the way in which they prefer to receive and consume marketing from asset managers to maximize brand impressions and drive sales.	• A detailed profile of the four distinct advisor segments • Multiple options to identify the contacts in your CRM database by segment including the use of Cogent's proprietary algorithm to identify new advisors as they are added	Call us for further details and pricing options

For more information: cogent-reports@marketstrategies.com or call 888.962.3312

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MARKETSTRATEGIES INTERNATIONAL

Advisor Research (Continued)

	Report	Sample Size	Description	Deliverables	Annual Investment
Printed Reports	**NEW!** The Future of the Financial Advisor™	1,200+	This study is designed to help firms stay ahead of the changing advisor landscape and develop effective strategies to support advisors in the future. Following our much sought-after Advisor of Tomorrow™ qualitative study conducted in 2016, this report quantifies and monitors the impact of key issues facing the financial advisory marketplace including technology advances, regulatory pressures such as the DOL fiduciary ruling, new competitive forces such as robo-advisors and changing client expectations.	• Detailed report with charts and commentary	$15,000 Publish date: **Mar 2017**
	Advisor Media Buying Guide™	1,200+	Don't need a monthly read on the media industry, but want to make an informed decision on media buys that will most impact your brand among financial advisors? The Advisor Media Buying Guide provides an annual view of the media preferences and consumption habits of financial advisors. Including over 100 unique media properties, the guide pinpoints the sources advisors rely on most and enables financial services providers to optimize their media buys and maximize their reach.	• Detailed report with charts and commentary	$10,000 Publish date: **Jul 2017**
	Advisor Brandscape®	1,400+	Boost profitability, improve competitive positioning, optimize distribution strategy, and increase market share with this annual report. As the most trusted resource for advisor intelligence, it provides a holistic view of the advisor landscape including practice models, product usage, brand perceptions and user experience across all of the top providers in the mutual fund and ETF categories.	• Comprehensive written report with product and brand analysis, commentary and strategic implications • On-site custom strategy session and presentation • Custom data cuts by senior analysts available	$35,000 *Ask about multiyear pricing* Publish date: **Jun 2017**

Advisor Research (Continued)

	Report	Sample Size	Description	Deliverables	Annual Investment
Printed Reports	Advisor Touchpoints™ *Back by popular demand*	1,200+	Measure the reach and impact of marketing on your brand, favorability and consideration, and increase the efficacy of your marketing communication program. This report provides critical insights regarding the mutual fund and ETF providers that have created the strongest connections with advisors, as well as the share of voice achieved by leading providers across nine individual marketing touches.	• Detailed report with charts and commentary	$10,000 Publish date: **Aug 2017**
Printed Reports	**NEW!** Variable Annuity Brandscape™	1,100+	Improve competitive positioning, optimize distribution strategy and identify opportunities to grow profitable market share with this annual report. As the most trusted resource for advisor intelligence, the report provides a holistic view of the advisor landscape including practice models, product usage, brand perceptions and user experience across all of the top providers in the variable annuity category.	• Detailed report with charts and commentary	$20,000 Publish date: **Nov 2017**

Investor Research

Our Investor research allows subscribing firms to get a full picture, as well as their preferred and customized view, of the affluent investor marketplace via a mix of continuous online data portals and traditional printed reports. Insights are based on online surveys among representative cross sections of over 4,000 US adults with investable assets of $100,000 or more.

	Report	Sample Size	Description	Deliverables	Annual Investment
Portals	Cogent Beat™ Investor	1,000/ month	Track and manage your brand with continuous insights and monthly updates from the affluent investor point-of-view. This online tool allows clients to monitor sentiment, product/distributor perceptions and future investing behavior (consolidation, product purchase, rollovers, etc.). Stay on top of market shifts and your marketing impact on investors with this easy-to-use and timely online reporting tool.	• Monthly data updates via an easy-to-use web platform with the ability to filter, segment, compare and combine data • Quarterly summaries covering brand equity scores and timely topics • Up to three analyst hours per quarter • Investor Brand Builder™ • On-site custom strategy session and presentation	$120,000
Portals	Media Consumption Investor™	1,000/ month	Inform media buys and maximize reach among target investors with this one-of-a-kind online media tracking tool. This portal allows firms to monitor the media usage patterns and preferences of investors across more than 100 individual media properties and make the most of their marketing budgets by measuring the impact of ad spend on brand perceptions on a monthly basis.	• Monthly data updates via an easy-to-use web platform with the ability to filter, segment, compare and combine data • Up to three analyst hours per quarter • Quarterly summaries of the top TV, web, print, mobile and social media properties	Call us for further details and pricing options
Printed Report	**NEW!** The At-risk Advised Client™	TBD	While growing assets under management is often the primary goal of asset managers and distributors, identifying at-risk clients to minimize attrition is an increasingly important area of focus. This new report examines the aspects that can make investor-advisor relationships unravel and fail. A combination of one qualitative and one quantitative reports, it's designed to provide advisory firms with a better understanding of the at-risk client mindset in order to strengthen and optimize ongoing retention efforts and shape acquisition strategies.	• Detailed qualitative report including a summary of findings and strategic implications • Presentation designed to deliver actionable results and facilitate strategic planning • Detailed quantitative report with charts ad commentary • Analysis of proprietary questions (for pre-subscribing clients)	$40,000 *Subscribe now to provide input on our key areas of inquiry.* **Qualitative report:** **Winter 2017** **Quantitative report:** **Winter 2017**

Investor Research (Continued)

	Report	Sample Size	Description	Deliverables	Annual Investment
Printed Reports	Investor Rollover Assets in Motion™	4,600 DC plan partici-pants	Size the rollover IRA market and identify opportunities to attract rollover assets and evaluate your brand among the firms best positioned to capture rollover funds.	• Detailed report including a summary of findings and strategic implications	$10,000 *Ask about multiyear pricing* **Publish date:** **Aug 2017**

	Investor Brand Builder™	4,000+	Enhance investor segmentation strategy, improve marketing and communication, identify opportunities to enhance market share and boost profitability among your target investor market. This report provides a detailed overview of the investor marketplace, exploring account and product usage, advice solutions, perceptions, as well as usage of and experience with the leading distributors and mutual fund, ETF and variable annuity providers. An added bonus includes an in-depth drill-down among the investor segments driving your business model.	• Summary report with holistic market view
				• Custom report with up to two investor segments to get a deep understanding of the market opportunities most relevant to your business strategy. Segments include:
				  • Asset level ($100K–<$500K; $500K–<$2M; $2M+)
				  • Generation (i.e. Millennials)
				  • “Ready to Act” investors
				  • Active traders
				  • Retirement status
				  • Gender
				  • Advised/Adviced/Self-Directed
				  • Time period (pre- and post-measurements)
				• On-site custom strategy session and presentation
					$20,000
					Publish date:
					Oct 2017

Defined Contribution (DC) and Institutional Research

Our DC and Institutional research allows subscribing firms to get a full picture of the DC and retirement marketplace via traditional printed reports. Insights are based on online surveys among representative cross sections of appropriate audiences for each report.

	Report	Sample Size	Description	Deliverables	Annual Investment
Printed Reports	US Institutional Investor Brandscape®	600 institutional investors with at least $20M in assets	Maximize brand equity, boost acquisition potential and ward off client attrition with this annual view of the institutional market. The report provides a deep dive into the behaviors and attitudes of senior investment professionals managing DB pensions, endowments and foundations. The report examines trends in asset allocation and investment strategies, the variables that lead to selection, and the current state of brand equity, differentiation and loyalty. Need an international read on your brand in the institutional marketplace? Ask about bundling options.	• 100+ page report containing industry commentary, charts and graphs • On-site strategy session and customized presentation	$35,000 *Ask about multiyear pricing* **Publish date:** **Feb 2017**
	Retirement Planscape®	1,500 401(k) plan sponsors	Pinpoint competitive strengths and weaknesses in brand, loyalty and key plan sponsor experience metrics to maximize acquisition opportunities and minimize attrition in the DC retirement plan market. This report assesses 401(k) plan sponsors' perceptions of and experience with over 30 plan providers and nearly 50 DC investment managers.	• 200+ page report containing industry commentary, charts and graphs • On-site strategy session and customized presentation	$35,000 *Ask about multiyear pricing* **Publish date:** **May 2017**
	DC Participant Planscape™	4,600 DC plan participants	Benchmark your participants' satisfaction against key competitors and identify opportunities to cross-sell products, attract rollover dollars and increase participant engagement among DC plan participants.	• 100+ page report containing industry commentary, charts and graphs • On-site strategy session and customized presentation	$35,000 *Ask about multiyear pricing* **Publish date:** **Aug 2017**
	Retirement Plan Advisor Trends™	500+ DC advisors	Increase DC market share, optimize distribution strategy, strengthen advisor satisfaction and improve competitive positioning with this annual report. The report specifically focuses on retirement plan specialists, pinpointing competitive strengths and weaknesses for plan providers and investment managers on key brand, service and loyalty metrics.	• 100+ page report containing industry commentary, charts and graphs	$25,000 *Ask about multiyear pricing* **Publish date:** **Sep 2017**

Defined Contribution (DC) & Institutional Research (Continued)

	Report	Sample Size	Description	Deliverables	Annual Investment
Multi-Client Studies	**NEW!** Cutting through the Institutional Marketing Clutter™	Focus groups of institutional investors with $100M+ in institutional assets	Looking for insight into how to maximize your marketing impact among institutional investors? Find out which marketing tactics work and which don't with our new qualitative research. The report will examine the full spectrum of marketing materials asset managers use to reach institutional investors and explore the characteristics that stand out in institutional investors' minds.	• Detailed report including a summary of findings and strategic implications • Presentation designed to deliver actionable results and facilitate strategic planning	$30,000 **Publish date:** **May 2017**
Multi-Client Studies	International Institutional Investor Brandscape®	800 institutional investors with $20M+ in assets	Similar to the US Institutional Investor Brandscape report, this report focuses on brand perceptions among DB pensions in multiple countries. Subscribe by the end of the year to have direct input into the regions covered and key areas of inquiry.	• Detailed report containing industry commentary, charts and graphs • Tailored presentation of findings	$50,000 **Publish date:** **Jul 2017**
Multi-Client Studies	**NEW!** DC Market 360°™	Consultants, DC advisors, and DC plan sponsors	Get a rare view into the DC world with an in-depth look at the key factors involved in DC plan provider and investment manager evaluation and selection from the perspective of three distinct audiences.	• Detailed report including a summary of findings and strategic implications • Presentation designed to deliver actionable results and facilitate strategic planning	$50,000 *Subscribe now to provide input on our key areas of inquiry.* **Publish date:** **Sep 2017**

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