

AGILE  
EXPERIENCED  
RELIABLE  
POWERFUL  
REVOLUTIONARY  
ACCURATE  
TRUSTED  
CONSULTATIVE

# COGENT

## REPORTS

**In 2018 we are changing  
the rules!**

Introducing new capabilities  
and offerings designed to  
meet the dynamic needs of  
our clients.

Our state-of-the-art solutions give our clients deep insights to deliver better results.

## Here's what's new in 2018



### On-demand Testing

Get the answers your firm needs quickly and cost-effectively with sophisticated real-time market feedback on your most valuable targets: financial advisors, affluent investors, institutional investors and more. Our continuous tracking gives you a proven and unique platform to ask your own proprietary questions to better inform your firm's business strategy.



### Agile, Real-time Solutions

#### Ad testing

Provide your firm with virtually real-time market feedback on specific campaign executions to facilitate ongoing campaign optimization.

#### On-demand campaign effectiveness

Determine the true impact of your ad campaigns to more effectively grow your brand and drive inquiries and purchases.

#### Brand metrics tracking

Assess how marketplace perceptions of your firm and competitors are changing with a refresh of key brand metrics at any point throughout the year.



### Seminar Series

Designed for smaller firms to give them the attention, depth and knowledge needed to stay competitive, we will host in-depth seminar series with insights on the key trends impacting the wealth management industry from the perspectives of financial advisors, retirement plan sponsors, affluent investors and institutional investors.

Cogent Reports is the industry's leading source for insight on the attitudes, opinions and behaviors of key populations including financial advisors, DC plan sponsors, affluent individual investors and institutional investors.

## BRAND IMPACT MANAGEMENT SUITE

### Cogent Beat™

Evaluate, track and benchmark your brand against competitors and even predict future trends—whenever, wherever and however you want. This powerful tool is updated monthly to help you keep your finger on the pulse of the evolving attitudes and behavior of advisors and investors to effectively grow your business and your brand.

#### Features

- » Interactive online portal
- » Customizable KPIs
- » Annual industry Brandscape report
- » Three hours of analyst time per quarter
- » Quarterly industry commentary
- » 12-month subscription
- » 10 individual licenses
- » Monthly sample size: Advisors (400) and/or investors (1,000 affluent/\$1M+ )
- » *Cogent experts: Meredith Lloyd Rice (advisor audience), Julia Johnston-Ketterer (investor audience)*



### On-demand Testing

Get the answers your firm needs quickly and cost-effectively with sophisticated real-time market feedback from financial advisors and/or affluent investors. Our ongoing survey engine gives you a proven and unique platform to ask your own proprietary questions to better inform your firm’s business strategy. We are ready when you are.

#### Deliverables

- » Flexible scheduling
- » Up to 10 proprietary questions per month
- » Customized results in an easy-to-read report
- » *Cogent experts: Meredith Lloyd Rice (advisor audience), Julia Johnston-Ketterer (investor audience)*

### Brand Metrics Tracking

Stay on top of your brand equity with an update of key brand metrics for your firm and key competitors among financial advisors and/or affluent investors at any point throughout the year. Track engagement, benchmark against competitors and assess the impact of specific initiatives on your own schedule.

#### Deliverables

- » Flexible scheduling
- » Customized presentation with trended analysis and strategic implications
- » *Cogent experts: Meredith Lloyd Rice (advisor audience), Julia Johnston-Ketterer (investor audience)*

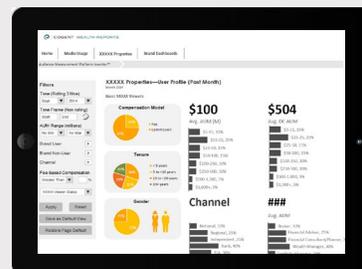
## MARKETING AND MEDIA MANAGEMENT SUITE

### Media Consumption™

Discover where, when, how and on what devices financial advisors and affluent investors are consuming media to inform effective media campaigns and increase advertising ROI. Hone in on your target audience with the critical data and insight needed to build effective, multichannel media plans.

#### Features

- » Interactive online portal
- » Customizable KPIs
- » Three hours of analyst time per quarter
- » Quarterly industry commentary
- » 12-month subscription
- » 10 individual licenses
- » Monthly sample size: Advisors (400) and/or investors (1,000 affluent/\$1M+)
- » *Cogent expert: David Keen*



### On-demand Campaign Effectiveness

Determine the true impact of your ad campaigns to more effectively grow your brand and increase purchase intent. Using a combination of proprietary techniques and our continuous data collection among financial advisors and affluent investors, you can determine the specific effect of your campaigns on brand metrics such as awareness, favorability and consideration. Uncover the exposure of your campaign among key advisor and affluent investor audiences and tie effectiveness to ROI.

#### Deliverables

- » Flexible scheduling
- » Customized presentation with analysis and strategic implications
- » On-site strategy session available
- » *Cogent expert: David Keen, Meredith Lloyd Rice, Julia Johnston-Ketterer*

### Ad Testing

Provide your firm with real-time market feedback on specific ad executions to optimize campaigns among financial advisors and affluent investors. Identify the key messages that resonate most with your target audience to maximize the effectiveness of your creative ad spend.

#### Deliverables

- » Flexible scheduling
- » Customized presentation with trended analysis and strategic implications
- » On-site strategy session available
- » *Cogent expert: David Keen, Meredith Lloyd Rice, Julia Johnston-Ketterer*

## CRITICAL AUDIENCE INSIGHTS

### Critical Audience Qual

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Explore emerging issues and broad challenges in a series of in-depth qualitative research studies with specific hard-to-reach audiences including:

- 1 Home office/gatekeepers
- 2 Family office and ultra-high-net-worth investors
- 3 Advisors shifting to fee-based compensation
- 4 \$1 billion-plus institutional investors

#### Deliverables

- » Detailed report including a summary of findings and strategic implications
- » Presentation designed to deliver actionable results and facilitate strategic planning
- » *Cogent experts: Linda York, Sonia Sharigian, Meredith Lloyd Rice*

## FINANCIAL INDUSTRY SEMINAR SERIES

### Industry Trends Seminar Series

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Introducing a virtual seminar series designed to share timely insights on the key trends impacting the wealth management industry from the perspective of financial advisors, retirement plan sponsors, affluent investors and institutional investors.

Hosted by our in-house industry experts and backed by the most reliable and trustworthy data in the industry, this seminar series will give smaller financial firms the knowledge needed to stay ahead of the competition. Each seminar will include in-depth landscape data from our traditional quantitative reports. Clients can select one or multiple audiences depending on their business needs.

#### Deliverables

- » Exclusive access to live virtual seminars
- » Access to recording(s) of seminars
- » Presentation for reference and distribution in marketing materials
- » *Cogent experts: Linda York, Meredith Lloyd Rice, Julia Johnston-Ketterer, Sonia Sharigian and David Keen*

## THE COGENT REPORTS: ADVISORS

### Advisor Brandscape®

Boost profitability, improve competitive positioning, optimize distribution strategy, and increase 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 use, brand perceptions and user experience across all of the top providers in the mutual fund and ETF categories. **June 2018**

#### Sample and Deliverables

- » 1,400+ financial advisors
- » 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
- » *Cogent expert: Meredith Lloyd Rice*



### Advisor Touchpoints™

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. **August 2018**

#### Sample and Deliverables

- » 1,200+ financial advisors
- » Detailed report with charts and commentary
- » *Cogent expert: Sonia Sharigian*



### Annuity Brandscape™

Track the attitudes and behaviors of annuity producers. This report provides a holistic view of the advisor landscape including practice models, product use, brand perceptions and user experience and is the leading industry benchmark for the nation's top fixed, fixed indexed and variable annuity providers. **November 2018**

#### Sample and Deliverables

- » 1,400+ financial advisors
- » 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
- » *Cogent expert: Meredith Lloyd Rice*

### Cutting Through the Digital Marketing Clutter™

Boost digital engagement, uncover best-in-class digital practices and improve marketing ROI. This report will help asset managers optimize digital experiences for advisors and determine the best way to allocate their digital marketing spend to differentiate their online content and stay relevant and competitive. **June 2018**

#### Sample and Deliverables

- » Detailed report including a summary of findings and strategic implications
- » Presentation designed to deliver actionable results and facilitate strategic planning
- » *Cogent expert: Sonia Sharigian*

## THE COGENT REPORTS: INVESTORS

### Investor Brand Builder™

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 use, advice solutions, perceptions, as well as use 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. **October 2018**

#### Sample and Deliverables

- » 4,000+ affluent investors with a minimum of \$100,000 in investable assets
- » 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
- » On-site custom strategy session and presentation
- » *Cogent expert: Julia Johnston-Ketterer*



### Investor Rollover Assets in Motion™

Size the rollover IRA market and identify opportunities to attract rollover assets by evaluating your brand among the firms best positioned to capture rollover funds. **July 2018**

#### Sample and Deliverables

- » 4,600 DC plan participants
- » Detailed report including a summary of findings and strategic implications
- » *Cogent expert: Julia Johnston-Ketterer*



## THE COGENT REPORTS: RETIREMENT & INSTITUTIONAL

### Retirement Plan Advisor Trends™

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. **September 2018**

#### Sample and Deliverables

- » 500+ DC advisors
- » 100+ page report containing industry commentary, charts and graphs
- » On-site strategy session and customized presentation
- » *Cogent expert: Sonia Sharigian*



### US Institutional Investor Brandscape®

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. **February 2018**

#### Sample and Deliverables

- » 500 institutional investors with at least \$20 million in assets
- » 100+ page report containing industry commentary, charts and graphs
- » On-site strategy session and customized presentation
- » *Cogent expert: Linda York*



### Retirement Planscape®

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. **May 2018**

#### Sample and Deliverables

- » 1,500 401(k) plan sponsors
- » 200+ page report containing industry commentary, charts and graphs
- » On-site strategy session and customized presentation
- » *Cogent expert: Sonia Sharigian*



### DC Participant Planscape™

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. **July 2018**

#### Sample and Deliverables

- » 4,600 DC plan participants
- » 100+ page report containing industry commentary, charts and graphs
- » On-site strategy session and customized presentation
- » *Cogent expert: Julia Johnston-Ketterer*



## 2018 RATES AND DELIVERABLES

### The Cogent Reports

Product	Release	Audience	Frequency	Investment
Advisor Brandscape®	Jun 2018	Advisors	Annual	\$35,000
Advisor Touchpoints™	Aug 2018	Advisors	Annual	\$10,000
Annuity Brandscape™	Nov 2018	Advisors	Annual	\$35,000
Cutting Through the Digital Marketing Clutter™	Jun 2018	Advisors	One-time	\$40,000
DC Participant Planscape™	Jul 2018	DC plan participants	Annual	\$35,000
Investor Brand Builder™	Oct 2018	Investors	Annual	\$30,000
Investor Rollover Assets in Motion™	Jul 2018	DC plan participants	Annual	\$10,000
Retirement Plan Advisor Trends™	Sep 2018	DC advisors	Annual	\$30,000
Retirement Planscape®	May 2018	401(k) plan sponsors	Annual	\$40,000
US Institutional Investor Brandscape®	Feb 2018	Institutional investors	Annual	\$35,000

### Financial Industry Seminar Series

Product	Release	Audience	Frequency	Investment
Industry Trends Seminar Series	Month following the report release	Advisors / Investors / Plan advisors / Institutional investors	Up to monthly	\$10,000 per seminar

### Brand Impact Management Suite

Product	Release	Audience	Frequency	Investment
Cogent Beat™ Advisor	Continuous	Advisors	monthly	\$125,000
Cogent Beat™ Investor	Continuous	Investors	monthly	\$115,000
On-demand Testing	Client-specific	Advisors / Investors	Up to monthly	Contact us
Brand Metrics Tracking	Client-specific	Advisors / Investors	Up to monthly	\$10,000–15,000 per period, dependent on frequency and metrics tracked

### Marketing and Media Management Suite

Product	Release	Audience	Frequency	Investment
Media Consumption™ Advisor	Continuous	Advisors	Monthly	\$35,000
Media Consumption™ Investor	Continuous	Investors	Monthly	\$25,000
On-demand Campaign Effectiveness	Client-specific	Advisors / Investors	Up to monthly	Contact us
Ad Testing	Client-Specific	Advisors / Investors	Up to monthly	Contact us

### Critical Audience Insights

Product	Release	Audience	Frequency	Investment
Critical Audience Qual	Quarterly	1. Home office/gatekeepers 2. Family office/ultra-high-net-worth investors 3. Fee-based advisors 4. \$1 billion-plus institutions	Quarterly	\$45,000 per audience

**ASK ABOUT BUNDLE PRICING!**

## SUBSCRIPTION & LICENSING

Please contact us at [cogent-reports@marketstrategies.com](mailto:cogent-reports@marketstrategies.com) or **888.962.3312** for more information about:

- » Bundled subscription pricing, multiyear subscription discounts and custom oversamples
- » Licensing and distribution
- » Private label, co-branding and sponsorship
- » Thought leadership



Our research is executed using ISO standards.

### **About Market Strategies International and Cogent Reports™**

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Market Strategies International is a research and consulting partner with deep expertise in financial services, trusted by the world's most successful wealth, banking, payments and insurance organizations to help them thrive. We blend primary research with data from our syndicated, benchmarking and self-funded studies to provide clients with exceptional research insight that helps solve their challenges.

Our research specialties include brand, communications, CX, product development and segmentation. Our syndicated products, known as Cogent Reports, help clients understand the market environment, explore industry trends and monitor their brand within the competitive landscape.

Founded in 1989, Market Strategies is one of the largest market research firms in the world. Read Market Strategies' blog at FreshMR, and follow us on Facebook, Twitter and LinkedIn.