# 2016 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 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 | Continuous insights and monthly updates on brand positioning, current product trends, anticipated growth and wholesaler effectiveness. | • Monthly data feeds via an easy-to-use web platform with the ability to filter, segment, compare and combine data<br>• Quarterly summaries covering brand equity scores and timely topics<br>• Advisor Brandscape® | $120,000 |
| Portals | Media Consumption™ Advisor | 400/ month | Ongoing monitoring of advisor media usage by type across more than 100 individual media properties. Profile of specific user groups to inform media buys and maximize reach and impact. | • Quarterly data feeds via an easy-to-use web platform with the ability to filter, segment, compare and combine data<br>• Quarterly summaries | $30,000 |
| Portals | Advisor Touchpoints™ | 400/ month | Ranking and evaluation of asset managers on the effectiveness of 9 key touchpoints. Identifying the most effective methods and frequency of advisor communication and outreach. | • Quarterly data feeds via an easy-to-use web platform with the ability to filter, segment, compare and combine data<br>• Quarterly summaries | $30,000 |
| Printed Reports | Advisor Media Buying Guide™ | 1,200+ | An overview of advisor media preferences and identification of the most frequently used media properties. Helping to inform media buys to maximize reach and impact. | • Detailed report with charts and commentary<br>• Three-month subscription to the Media Consumption™ Advisor data portal<br>• Three custom data pulls by a Cogent analyst based on subscriber specifications | $10,000<br>Publish date:<br>**Jun 2016** |
| Printed Reports | Advisor Brandscape® | 1,500+ | Detailed annual report covering the advisor marketplace. Holistic view of the landscape including practice models, product usage, brand perceptions and user experience across all of the top providers in the MF, VA and ETF categories. | • 200+ page report containing industry commentary, charts and graphs<br>• On-site tailored presentation | $35,000<br>Publish date:<br>**Jun 2016** |
| Printed Reports | Advisor Engagement™ | 1,200+ | Critical insights regarding the mutual fund, ETF and variable annuity providers that have created the strongest connections with advisors overall, as well as the share of voice achieved by leading providers across 9 individual marketing touches. | • Detailed report including a summary of findings and strategic implications | $10,000<br>Publish date:<br>**Aug 2016** |

## Investor Research

Our Investor research allows subscribing firms to get a full picture 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 | 700/ month | Continuous insights and monthly updates on investor sentiment, product/distributor perceptions and future investing behavior (consolidation, product purchase, rollovers, etc.). | • Monthly data feeds via an easy-to-use web platform with the ability to filter, segment, compare and combine data<br>• Quarterly summaries covering brand equity scores and timely topics<br>• Investor Brandscape® | $120,000 |
| | Media Consumption™ Investor | | Ongoing monitoring of investor media usage by type across more than 100 individual media properties. Profile of specific user groups to inform media buys and to maximize reach and impact. | • Quarterly data feeds via an easy-to-use web platform with the ability to filter, segment, compare and combine data<br>• Quarterly summaries | $30,000 |
| | Investor Touchpoints™ | | Ranking and evaluation of distributors and subscribing asset managers on the effectiveness of 9 key touchpoints. Identifying the most effective methods and frequency of investor communication and outreach. | • Quarterly data feeds via an easy-to-use web platform with the ability to filter, segment, compare and combine data<br>• Quarterly summaries | $30,000 |
| Printed Report | Investor Rollover Assets in Motion™ | 4,600 | Report covering the assets investors hold in current and former ESRPs and providing sizing for the rollover IRA market. Profiling of investors likely to roll over their plan assets, identifying the firms best positioned to capture rollover assets, and analyzing the specific steps investors have taken to prepare for retirement. | • Detailed report including a summary of findings and strategic implications | $9,500<br>Publish date:<br>**Aug 2016** |
| | Investor Brandscape® | 4,000+ | Detailed annual report covering the investor marketplace exploring account and product usage, advice solutions, perceptions, as well as usage of and experience with for the leading distributors and mutual fund, ETF and VA providers. | • 200+ page report containing industry commentary, charts and graphs<br>• On-site tailored presentation | $35,000<br>Publish date:<br>**Oct 2016** |

# Defined Contribution (DC) & Institutional Research

Our DC & 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 | Audience | Sample Size | Description | Deliverables | Annual Investment |
|---|---|---|---|---|---|---|
| Printed Reports | US Institutional Investor Brandscape® | Institutional investors with at least $20 million in assets | 600 | Deep-dive into the behaviors and attitudes of senior investment professionals across DB pension plans, endowments and foundations. Examining trends in asset allocation and investment strategies, the variables that lead to selection, and the current state of brand equity, differentiation and loyalty in the market. | • 100+ page report containing industry commentary, charts and graphs<br>• On-site tailored presentation<br>• US market | $35,000<br>Publish date:<br>**Jan 2016** |
| | Retirement Planscape® | Plan sponsors & administrators | 1,500 | Understanding DC plan sponsors, including their awareness of, use of and preferences for plan providers and the drivers of both consideration and switching. | • 200+ page report containing industry commentary, charts and graphs<br>• On-site tailored presentation | $35,000<br>Publish date:<br>**May 2016** |
| | International Institutional Investor Brandscape® | Institutional investors with at least $20 million in assets | 800 | Content similar to that of US Institutional Investor Brandscape, focusing on defined benefit pensions for 10 countries. | • 100+ page report containing industry commentary, charts and graphs<br>• On-site tailored presentation<br>• Countries covered: Denmark, Finland, France, Germany, Italy, Netherlands, Norway, Sweden, Switzerland and UK | $50,000<br>Publish date:<br>**Jul 2016** |
| | DC Participant Planscape™ | DC investment managers & DC plan providers and rollover IRA providers | 4,600 | In-depth look at the DC participant experience using critical participant satisfaction measures, including an evaluation of crossover opportunities for ancillary investment dollars or rollovers. | • 100+ page report containing industry commentary, charts and graphs<br>• On-site tailored presentation | $35,000<br>Publish date:<br>**Aug 2016** |
| | Retirement Plan Advisor Trends™ | DC investment managers & DC plan providers | 500+ | A specific focus 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<br>Publish date:<br>**Sep 2016** |

## Specialized Reports

Cogent Focused Insights (CFIs) are qualitative studies from Cogent Reports. Exploring emerging issues and broad challenges facing the companies and organizations we serve, CFIs shed light on the "why" to findings in our quantitative reports.

| Report | Audience | Method | Description | Deliverables | Annual Investment |
|---|---|---|---|---|---|
| ***Back by Popular Demand!*** Cutting Through the Marketing Clutter™ | Financial advisors | Focus groups | Examining the full spectrum of marketing materials providers use to reach advisors and exploring the characteristics that stand out in advisors' minds, creating the most effective strategies for strengthening engagement. | • Detailed report including a summary of findings and strategic implications<br>• Focus group transcripts and recordings<br>• Presentation designed to deliver actionable results and facilitate strategic planning | $30,000<br>**Publish date:**<br>**Apr 2016** |
| The Advisor of Tomorrow™ | Financial advisors and affluent investors | Focus groups | Examining new expectations for financial planning and advice including advances in technology, tightening fiduciary regulations and rising standards of investment advice | • Detailed report including a summary of findings and strategic implications<br>• Focus group transcripts and recordings<br>• Presentation designed to deliver actionable results and facilitate strategic planning | $30,000<br>**Publish date:**<br>**Jul 2016** |

Our Discovery Series digs into specific critical and timely issues facing the wealth management industry. This year, these reports will shed light on the emerging trends from the point of view of multiple audiences.

| Report | Audience | Description | Deliverables | Annual Investment |
|---|---|---|---|---|
| Trends in ETF Usage™— A 360° View | Financial advisors, affluent investors and institutional investors | A quantitative view of the trends in overall ETF usage, with particular focus on use and interest of index, smart beta, and active/rules-based ETF products. Examining the shifts in overall product usage caused by growth in the category. | • Detailed report including a summary of findings and strategic implications<br>• By request: Custom data cuts and survey work by senior analysts | $15,000<br>**Publish date:**<br>**Aug 2016** |

## Subscription & Licensing

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- Thought leadership

Our research is executed using ISO standards.

### About Market Strategies International and Cogent Reports™

Market Strategies International is a market research consultancy with deep expertise in communications, consumer/retail, energy, financial services, healthcare and technology. Offering custom research services and syndicated research products, the firm provides insights from more than 75 countries, focused in the areas of brand, communications, CX, product development and segmentation. Its syndicated products, known as Cogent Reports, help clients understand the market environment, explore industry trends and evaluate and monitor their brand and products within the competitive landscape. Founded in 1989, Market Strategies is one of the largest market research firms in the world, with offices in the US, Canada and China.

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