Market Analytics

Powerful Market Data and Analytics for Asset Managers

Industry Fund and ETF Flows to Identify New Business, Drive More Powerful Analytics and Insights

Broad Industry Data and Analytics Tools to Grow Your Business

Asset managers need powerful information to navigate the challenges of volatile investment markets, unprecedented regulatory changes and transformational shifts in investors’ product preferences.

Leveraging Broadridge's unparalleled Market Intelligence data set — fund and ETF data for all retail and institutional third-party distribution channels — Broadridge Market Analytics delivers an exceptional view of mutual fund and ETF industry flows sold through RIAs, IBDs, wirehouse firms and banks. With one central source, finding, viewing, and understanding trends and opportunities is easier than ever, empowering your firm to make better decisions on product development, marketing and sales.

Access gold-standard industry data across all distribution channels to understand the competitive landscape for long-term funds and ETFs, and have a business-focused view of your assets and net flows compared with your direct competitors.

- Customize peer group comparisons to benchmark your funds against competitors’
- Monitor your change in market share compared with your specifically defined competitors’
- View net flows by distribution firm and office location to measure success
- Identify new opportunities by investment category and channel
- Utilize leading-edge, customizable analytics tools to visualize and identify opportunities
- Spend more time selling and servicing clients versus manipulating data
Hit the ground running with solid strategies based on a year’s worth of industry data

This highly flexible platform is a powerful data-mining and analytics tool from day one – with no technical support required. At implementation, the platform is loaded with a 12-month rolling history so you can perform analytics immediately. Powerful and mobile-ready, Market Analytics gives you and your team:

- A broad array of mutual fund and ETF data, which enables your firm to better position your products against competitors’, create targeted marketing programs, and improve sales and retention strategies across key distribution channels.
- The ability to analyze and perform detailed reporting and charting across all channels.
- Access to reports and dashboards that provide multiple levels of data that can be scheduled and emailed directly.

Platform flexibility — from data evaluation to system pricing

Market Analytics provides scaled pricing based on the number of peer groups accessed, providing even more flexibility. The platform yields true business insight and tangible results while eliminating wasted time spent aggregating spreadsheets and other disparate (and possibly outdated) information.

Client Analytics Dashboard

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- The ability to analyze and perform detailed reporting and charting across all channels.
- Access to reports and dashboards that provide multiple levels of data that can be scheduled and emailed directly.

Market Analytics Overview Dashboard

Capture growth rates over time with access to a 12-month rolling history of assets on one platform. Track your growth rate versus your competitors’. Access trends on AUM, net flows and number of shareholders. Quickly determine whether your business is growing faster than your competition.

Monthly Snapshot

Easily identify your best channels, relationships and offices compared with your direct competitors’. See your assets under management and market share by region. Focus on your top clients and geographical regions.

Don’t miss a single opportunity
Schedule a demo or request a complimentary analysis of your fund’s opportunities today. Call Fred Kosanovic at +1 412 201 6084 or email fred.kosanovic@broadridge.com.