

# SalesWatch

Know where you stand in the international market

When you're building an international investment brand, you run into a common problem. As you cross borders, it becomes difficult to access the information you need to determine where business is sourced, as well as your position against your peers. Fortunately there's a tool, and a partner, who can help you get that information right when you need it.

## The Broadridge approach: transparent, private, powerful

To help you get the deepest, high-quality data available, Broadridge created SalesWatch in 2002. This confidential, subscription-only database gives users access to a wealth of information on the largest cross border funds. Every member fund commits to providing data on their products every month, giving you an up-to-date picture of your competitive landscape. As a SalesWatch subscriber, you'll be able to:

- Track your progress in each target market against your closest cross border competitors
- Spot the early signs of investor appetite for new or reviving sectors
- Really understand the sales gains to be made in your target markets
- Prepare management reports based on fact rather than anecdote
- Broaden your reach by identifying new markets that are most likely to respond to your strategic strengths
- Create custom reports that automatically update each month
- Link into sales data of domestic groups on the FundFile database to accurately examine changing market share dynamics
- Create independent sales team benchmarks to better progress
- Join the growing band of elite cross-border groups who are setting the pace in the €1 trillion plus international mutual fund arena

Also, as a SalesWatch subscriber, you can participate in our popular member update seminars and other upcoming forums that discuss business trends.

## With SalesWatch, gain insight and intelligence on developing sales patterns.

### Broadridge helps you find the right insights

Having access to a unique data source is incredibly valuable. Working with a partner who can outline the market dynamics hiding in that data is even better. As a SalesWatch subscriber, these Broadridge assets will be available to you.

### SalesWatch Online

The web-based database offers latest monthly data set and is the earliest available view of market trends.

### Sales View

A monthly review of latest sales trends in the key global markets and regions.

### Bridge Report

A web-based, on demand report that links SalesWatch and FundFile (powered by Lipper database with domestic fund data) to all SalesWatch members who subscribe to both databases.


### Market View

A monthly analysis of key global markets commenting on foreign and domestic activity. Market View highlights the drivers of current sales growth and the different dynamics affecting both cross border and domestic players.

## Committed to your success

Broadridge is the leading global provider of investor communications, technology-driven solutions, and data and analytics to the financial industry. Our solutions, like SalesWatch, help you better understand your markets and your opportunities. We make it easy to obtain vital information that you simply won't find anywhere else. That way, you can focus on what you do best – delivering more value to your customers.

Companies who work with us gain a strategic partner with the experience, perspective, and solutions to help them find new opportunities, boost margins and maximize growth. Our dedication has helped us maintain a 98% client revenue retention rate over the last three years.



Get the information you need to  
drive your business. Call 1-800-353-0103  
today to learn more.

