



# Tailor Research at Penserra

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## Technology Driven Information Sourcing

Do you want transformative market intelligence, reliable data and distinctive insights? By embracing a truly revolutionary technology and approach, Penserra can enhance your due diligence process when assessing new opportunities, industries or monitoring your current portfolio of companies.

  
P E N S E R R A

# Where Penserra Helps...

## WHAT YOU ALREADY DO:

- Weigh opinions from industry sources and talk/meet with management.
- Build valuation models and forecasts.
- Gather market and industry intelligence.
- Make well thought-out investment decisions.

## HOW WE FIT IN:

- Penserra gives you access to industry participants through survey-based research. This approach has successfully helped customers gain insights for years.
- Our team helps structure the parameters, questions and sample before launching a survey. We then can summarize, analyze and synthesize the data on the back-end to provide your team a meaningful deliverable.
- Surveys can be done both domestically and internationally with a focus on consumer, technology, business services, real estate, healthcare and industrials verticals. Focusing on mid-level respondents in larger or fragmented industries.

## WE HELP YOU:

- Concentrate on your core business, cost effectively.
- Increase the breadth and depth of your market intelligence. Conduct surveys and sample size unique to your questions and needs to gain access to proprietary information and data.
- Outsource customer or potential customer calls. Our surveyors are screened and trained, so you are not burdened with training and regulatory requirements.
- Talk to market participants to gain insights in to new or changing industries.
- Reach unique, less defined or harder to reach audiences beyond a typical provider network.
- Improve your insights in to portfolio companies if making an acquisition, introducing a new product/service or entering a new geography.
- Identify issues, problems or changes in the competitive landscape so you can identify solutions or key leading indicators to help drive better ROI.
- Consolidate your research providers and meet your compliance needs.

# Our Unique Approach

**Penserra Research** offers bespoke market intelligence reports and data for investors looking for a cost-effective way to gain insights into a company or industry that complements their research efforts. Clients use the platform when they want to, with no minimum service required. Customers have found this very valuable during different stages of the due diligence process and when evaluating current portfolio companies.

Our advantage over many digital or email blast survey companies is that call-based surveys lead to responses with greater detail, we have the ability to navigate to the proper contact, and we can clarify questions and specific answers.

**Robust Samples and Unique Respondents:** We're not confined to a specific network which gives us the flexibility to reach a larger sample of unique respondents relative to typical providers. We work with you to construct the sample size, questions and parameters.

**Different, Flexible Business Model:** We have a platform of global surveyors/interviewers that can navigate to less defined or harder to reach market participants (users or potential users of a product/service, suppliers, etc.) all through live interviews.

**Cost and Time Effective:** We can reach a significant sample of respondents to get you critical insights to help make decisions without using your valuable time. You can outsource to us and focus on your core competencies. We are not an expert network and don't pay our market respondents, enabling us to pass along the cost savings to our customers.

Clients tell us the key questions they want answered, the sample size, and the type of respondent to target. Penserra does the rest.

- Penserra uses its proprietary technology platform and statistical techniques to strive for optimal survey respondents and responses. A large number of vetted surveyors can call and ask targeted questions, offering insights that a web based survey cannot.
- Our surveys are typically call based and B2B focused, producing quality, insightful and compliance friendly research.
- We help analyze and synthesize the data, then deliver a research report with key findings, charts and quotes plus a spreadsheet with data and graphs.

# Mosaic Approach

Soliciting contributions from a large group of people, each of whom do not have material information, creates a Mosaic of opinions. The commonality among opinions gives shape to a Mosaic. This approach to market intelligence sourcing offers rich information content in aggregate, and provides an alternative or compliment to expert-network platforms.

Our respondents often represent third-party distribution channels, users of a product or service, or **tangential distribution markets**. They are typically at the mid-level of an organization, but with unique knowledge of a target company's products, customers, their opinions and trends.

Penserra's multi-source approach was developed to offer a value-added complement to traditional research by reaching a significant sample to find consensus opinions and unique insights about a company's fundamentals.



## REGULATION FD – INSIDER TRADING COMPLIANCE

We do not provide executive level insights from people inside a target firm nor one-on-one access. There are also technological barriers that separates respondents from clients.

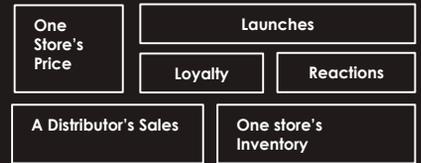
# How We Fit In To Your Process

## 1 CROWD OF SURVEYORS



is trained to maximize their success and to remain in compliance as they call on respondents.

## 2



## EACH RESPONDENT

Provides, in isolation, information, opinions and feedback.

## 4 INSIGHTS

Customer, supplier and/or industry insights to your specific questions helps you gain valuable feedback from the field.

## 3

## IN AGGREGATE

respondents represent a target firm's customer base. **For example, small businesses that source leads from a company and it's competitors that you are evaluating.**

## 5



## A SUMMARY

Includes both quantitative and qualitative data and a summary from the mosaic of respondents, providing a cohesive story.

# Client Customized Research Project

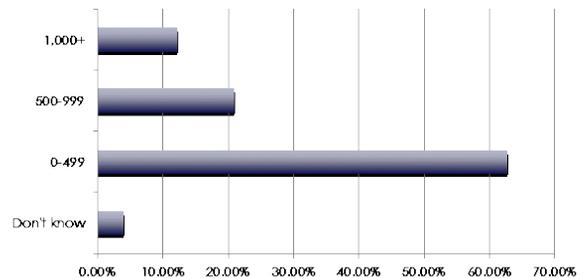
## BACKGROUND

Multiple clients united to collaborate on a survey of online home improvement platforms. HomeAdvisor is a platform that enables customers seeking home services (such as painting, plumbing, inspecting, handyman work, etc.) and those supplying those services to find each other. HomeAdvisor competes against Angie's List, Thumbtack and others, and the clients wanted to gain insights in to which platform rated better across various metrics, why, whether customers were getting value out of multiple platforms, plus the opportunities and pitfalls of each service.

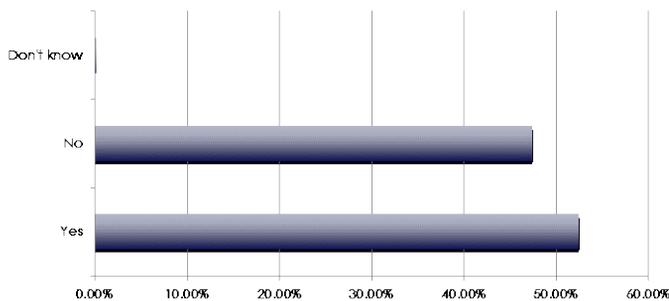
Penserra surveyed over 500 home improvement pros across the country with many differing specialties. Here are a few of the many questions asked:

- How much do you spend per month on HomeAdvisor, excluding subscription fee?
- Do you use Instant Connect (Premium)?
- What range of revenue did you have last year?

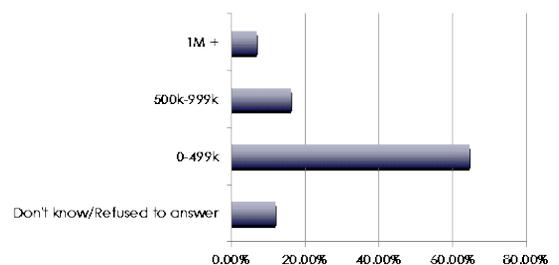
**How much do you spend per month on HomeAdvisor, excluding subscription fee?**



**Do you use Instant Connect?**



**What was your business's annual revenue last year? (USD)**



## RESULTS

Survey results helped our clients understand the attrition that was taking place on HomeAdvisor's platform was primarily due to the disconnect between paid leads and actual jobs won. Also, operators preferred the quality on Angie's List platform, while preferring the quantity of leads from HomeAdvisor's platform. Our clients gained a better understanding of the size of jobs done on HomeAdvisor and the average spend necessary to gain that revenue.

# Client Customized Research Project Cont.

## RESPONDENT QUOTES

**Do you think you will be increasing or decreasing your spend with HomeAdvisor? Why?**

“Decreasing. I will be staying with HomeAdvisor, but will decrease my money spent on leads because there not serious customers.”

“I will probably increase it, if a few things changed a little bit. I still thinks it’s a good system and the way it works, it just needs some fine tuning.”

“Decrease. I’m not happy because I wasted on leads. I buys 10 leads and only 1 or 2 people call back.”

“I’m thinking about increasing it, but I want to grow my business a little more to handle more jobs.”

**How much do you spend on Instant Connect per month? How often do these leads convert to jobs?**

“Only two or so referrals have came through Instant Connect but we’ve never actually done a job that came through as an Instant Connect lead. They may pay for it but they don't use it very seriously.”

“Around \$150 a month; it is even worse than with the regular leads; conversion rate of around 15% or less.”

“\$150. We do not get as many leads on instant connect but they are better quality; 20 % conversion rate.”

“\$600-\$1,000. One in five convert to a sale and I wouldn't say it helps anymore. For the most part, they’re non-emergency calls, and people are just calling to get a quote over the phone.”

## SNIPPET OF RESULTS

How much did you spend last year on getting job leads (from any/all sources combined), e.g., phonebook listing, flyers, newspaper ads, HomeAdvisor, Angie’s List, Facebook, Referrals...etc.)? (Ideally get an estimate number or range, e.g., \$3000-5000, but answers as % of revenue is OK)	\$1,200-\$1,300	\$12,000. \$400 a month on HomeAdvisor and \$600 on yellow pages.	\$4,000 for yellow pages. Word of mouth is the best marketing, respondent has been in business for 35 years. Respondent has a 5 star rating around his area so there's no need to do a lot of advertising.
How much of your business does HomeAdvisor drive today? How does it compare to last year? If dollar amount not available then percentages.	\$35. About the same.	\$15,000. Same for last year.	Less than 1%. Non applicable.
What is your typical monthly spend with HomeAdvisor, excluding the subscription fee?	\$250	\$400	\$800

# Customized Research Project

## BACKGROUND

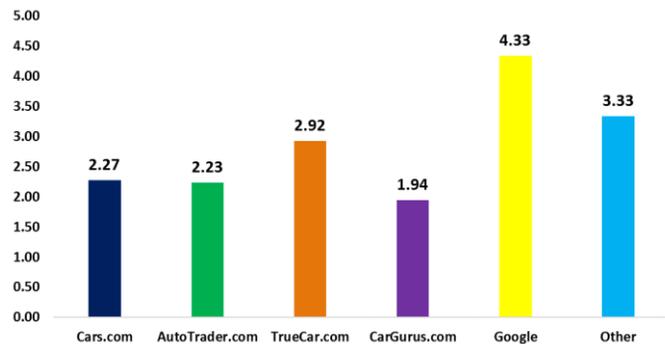
In September of 2017, we collaborated with a group of clients on an Auto Lead Generator survey to gain market insights into an evolving and competitive industry. With the relatively recent IPO of Cars.com (CARS) as well as the anticipated CarGurus IPO, the online auto industry had garnered significant interest. The proliferation of the online auto marketplace had left many investors debating which platforms would become the long term market leaders, and whether the online auto platforms or their retail customers would gain greater negotiating leverage.

## CUSTOMER INQUIRY

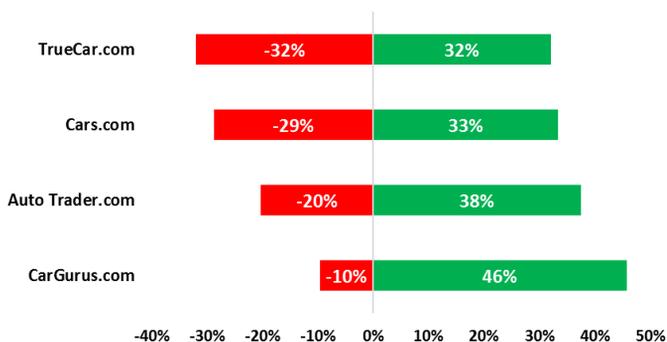
Penserra was asked to launch a call-based survey of 100+ auto dealerships in order to gain insights in to the following topics and more:

- Can you rank the overall quality of leads from each site that you use in regards to how effective it is for your company?
- Which one company would you be willing to spend more/less on (net share change)?
- How much do you spend on all online advertising in a month on average?

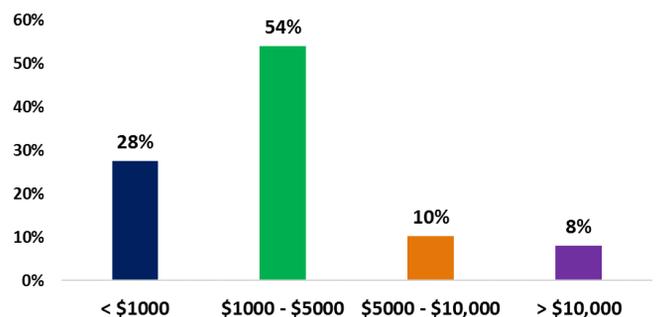
Can you rank the overall quality of leads from each site that you use in regards to how effective it is for your company?



Net Share Changes



How much do you spend on all online advertising in a month on average?



## RESULTS

The customers received feedback from the channel that CarGurus was the clear winner. CarGurus was taking share and outperforming AutoTrader, Cars.com and TrueCar across all of the key metrics – lead quality, lead quantity, future spend and more. Clients also gleaned insights in to the biggest differentiating factors across the platforms and key industry trends.

# Customized Research Project Cont.

## QUOTES

### What one company would you be willing to spend LESS on and why?

“Auto Trader. Not a good value for the spend, \$1,500 a month is what I spend and the results are weak.”

- Owner, Louisville, KY

“Going to cancel CarGurus because it's too expensive for what it gives in return. CarGurus has lost their mind as of recent. It's for sure at least a 50% increase. We were paying \$1,800 per year and now it's around \$4,200. Ridiculous price jump.”

- Sales Manager, Arlington, TX

### How do you measure the effectiveness of digital ad spend?

“CarGurus shows us a click per page metric which helps us analyze more in depth how we're doing. Google has tracking metrics as well. Pretty much all of these sites have different metrics to help track things but we go by cost per lead to measure effectiveness as well.”

- Internet Manager, Cedar Rapids, IA

“How many leads we get total from each site, and how many sales per total leads from each is how I measure them.”- “Around \$150 a month; it is even worse than with the regular leads; conversion rate of around 15% or less.”

- Internet Manager, Las Vegas, NV

## SNIPPET RESULTS

<p>What one company would you be most willing to spend more on?</p> <p>Why?</p>	<p>CarGurus</p> <p>Best leads, more serious customers looking for vehicles.</p>	<p>Cars.com</p> <p>Best quality leads, even though what we pay already is kind of expensive through them. Wouldn't necessarily want to spend more but they're the best for us.</p>	<p>CarGurus</p> <p>We get a lot of good leads from CarGurus.</p>
<p>What one company would you be most willing to spend less on?</p> <p>Why?</p>	<p>Cars.com</p> <p>No leads at all. We're going to be cutting the cord with Cars.com in due time.</p>	<p>Auto Trader</p> <p>Expensive for what we get in return. Overall, they do contribute quite a bit to us. They're just expensive.</p>	<p>CarsDirect.com</p> <p>Poor performance, we get sent a lot of bad leads where the clients have bad credit score/financing options which makes our job more difficult.</p>
<p>What % of your ad spend is digital? (inclusive of spending on own website).</p>	<p>100%</p>	<p>100%</p>	<p>80%</p>

We are available to answer your questions, discuss your current research coverage, or help you evaluate your investment research needs at any time.

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