



# Tailor Research at Penserra

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## Technology Driven Information Sourcing

Asset managers are looking for more. More than another Research Analyst opining on what direction a stock may be heading. They want transformative market intelligence and distinctive stock insights. By embracing a truly revolutionary technology and approach, Penserra Research can enhance asset managers' competitive edge.

  
P E N S E R R A

# Introduction

**Penserra Research** is a client-driven fundamental research platform that offers two solutions for investment managers; Customized and Semi-Customized/Shared reports.

Our **Customized solution** is an outsourced research platform allowing investment managers to get out of the channel check business and instead focus on their core competencies. **Our platform of global surveyors can reach market participants with live calls and answer your most pressing questions. Our team can help structure the questions and parameters on the front end, then analyze and summarize the data on the back end to provide a meaningful deliverable. It is an efficient, cost-effective and compliance friendly technology platform providing clients access to an industry's participants without using your valuable time.**

Our **Semi-Customized solution** allows investment managers to collaborate on ideas and propose the best questions to get answered, while still enjoying the proprietary nature of the research. Participating managers share the data and report only with themselves and are able to share in the costs as well. **This allows customers to get the quality research and data they are seeking while paying a fraction of traditional customized research costs.**

We work with clients to develop the questions to be asked, the sample size and who to target. Penserra does the rest.

- Penserra uses its proprietary technology platform and statistical techniques to strive for the optimal survey respondents and responses. The platform has thousands of vetted surveyors that call respondents to ask targeted questions, offering insights beyond email based survey.
- Our surveys are typically call-based and B2B focused, which can be valuable in finding the right respondent and offering clarity and detail to specific answers.
- Penserra's research platform employs a compliance friendly mosaic approach, with a technology barrier between the client and the respondent. This mosaic approach is unlike expert-network platforms and we do not pay participants, allowing us to pass along cost savings to our customers.
- The deliverable options include a summary research report and a spreadsheet with all of the data, inclusive of summary charts and tables for each relevant question asked.

# Applications and Options

## APPLICATIONS

- Surveys can be constructed both domestically and internationally across verticals with a focus on consumer, technology, business services, real estate, health care and industrials. Focusing on mid-level respondents in larger or fragmented industries.
- You drive the process and we work with you to construct the questions, the sample size and type of respondents to target.

### Semi-Custom

- Lead a project or join recurring or one-time surveys with an underlying data series.
- Share results with a limited group of participating managers.
- Cost advantages while maintaining scarcity value.

### Custom-tailored

- Customize queries
- Select your own sample size and who to target.
- Timely response time
- In-depth coverage for specific questions
  - Product launch intelligence
  - Customer loyalty gauge
  - Recent challenges
  - Market share changes
  - Inventories
  - Sales trends
  - Qualitative questions requiring phone conversations.
  - ...and any other questions

## Market Intelligence ...



... at your fingertips.

# 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 to expert-network platforms.

Our respondents often represent third-party distribution channels, users of particular product or service, or **tangential distribution markets**, at the mid-level of the 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 pairing technology and mathematics to find consensus opinions about a company's fundamentals.

## The Expert Network

"Our new product launch went well"

"We lowered prices"

"Sales are up"



## The 'Multi-sourced' Mosaic

"XYZ Corp lowered prices too"

"Prices are lower"

"The new product is hard to use"

"Great sales but old products"

"There's a two week backorder"

"Customers think the new product doesn't look as good as the old"



## REGULATION FD – INSIDER TRADING COMPLIANCE

We do not provide executive level insights from people inside a target firm nor one-on-one access. Our surveyors are vetted, trained and regularly monitored by our internal team. There is also a technological barrier that separates respondents from clients.

# How We Provide Research

## 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, immaterial 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 tangential distributors. **For example, an independent tire store in Minneapolis that sells Goodyear products.**

## 5

## DELIVERABLE



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

# Semi-Customized Research Project

## BACKGROUND

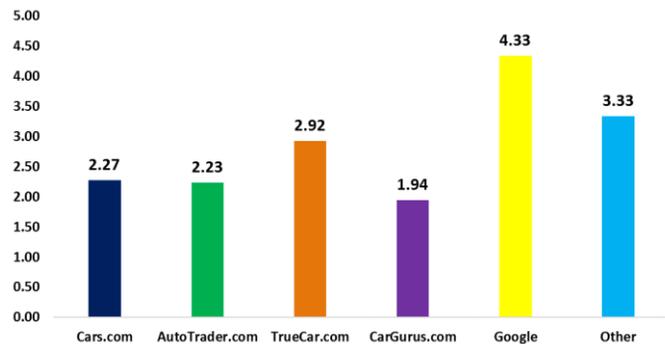
In September of 2017, we collaborated with a group of clients on an Auto Lead Generator survey to gain market insights into an evolving and competitive industry. With the relatively recent IPO of Cars.com (CARS) as well as the anticipated CarGurus IPO, the online auto industry had garnered significant 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

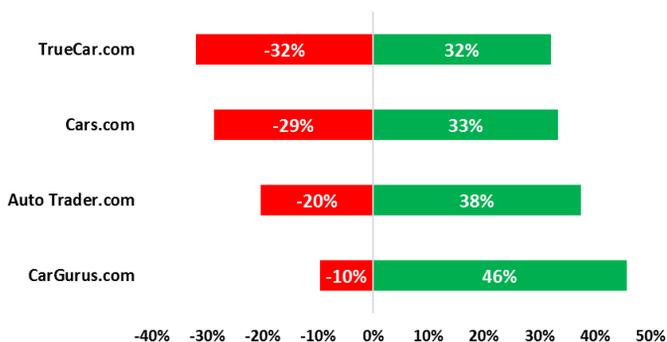
Penserra was asked to launch a call-based survey of 100+ auto dealerships in order to gain insights in to the following topics and more:

- 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?

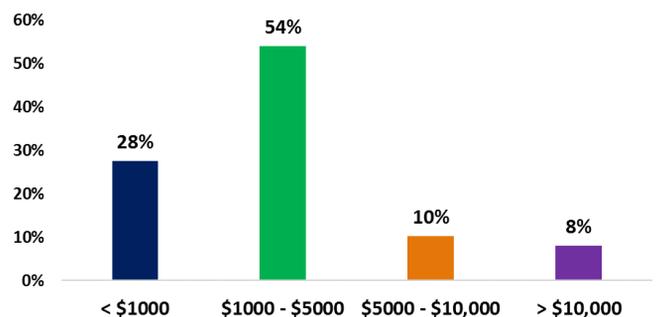
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Net Share Changes



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.

# Semi-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>

# Client Customized Research Project

## BACKGROUND

Multiple clients united to collaborate on a HomeAdvisor survey in 2016. 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. Because HomeAdvisor competes against Angie's List, the clients wanted to gain insights on which platform was rated better, why, whether customers were getting value out of both platforms, the opportunities and pitfall of each platform.

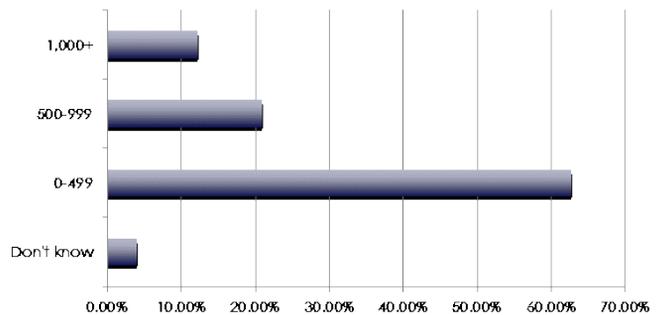
## CUSTOMER INQUIRY

Penserra surveyed over 500 small operators across the country and with many differing specialties.

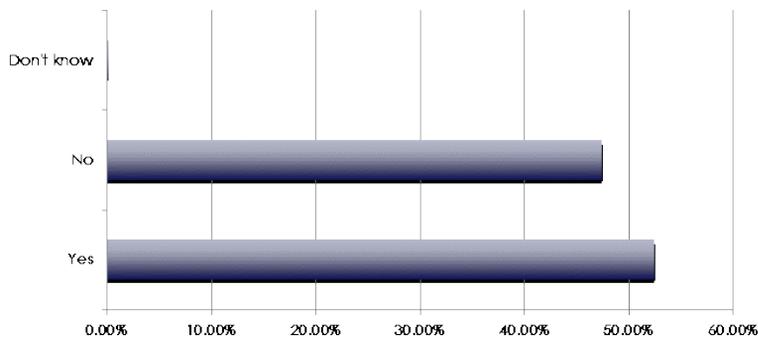
Here are a few of the many questions asked:

- 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?

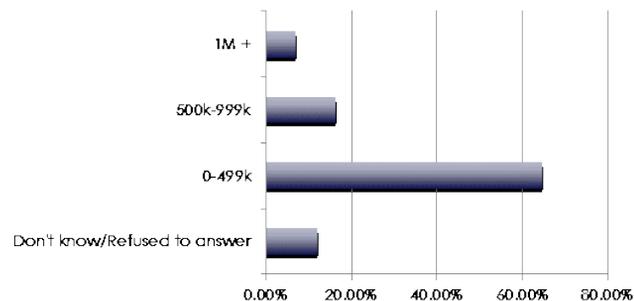
**How much do you spend per month on HomeAdvisor, excluding subscription fee?**



**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.

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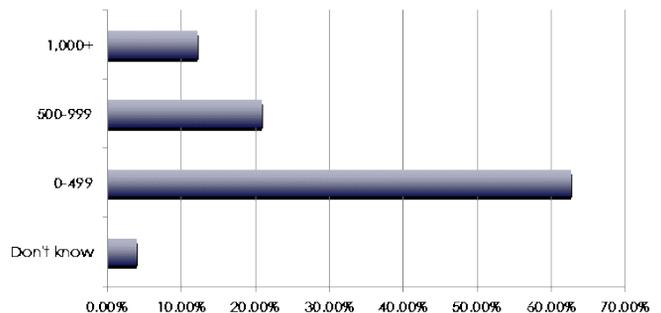
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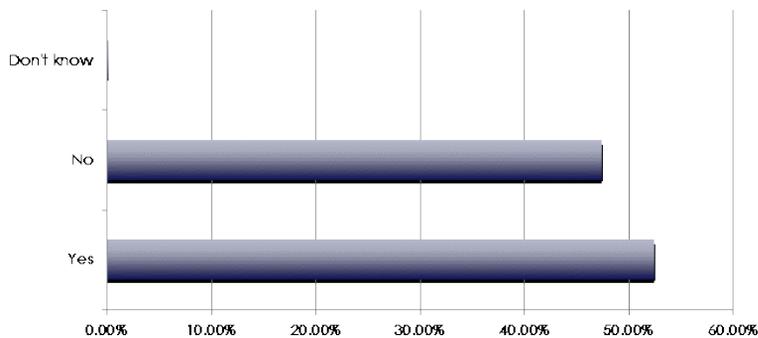
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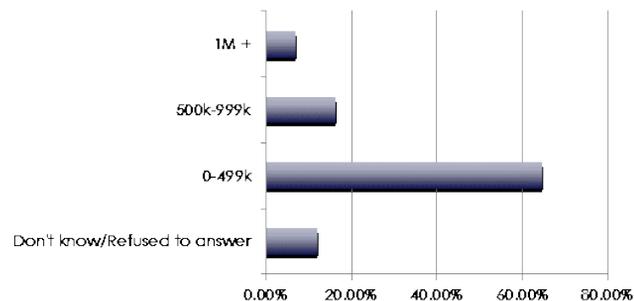
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# How Penserra Fits in to Your Process

## WHAT YOU ALREADY DO:

- Weigh opinions from different sources and talk with management teams.
- Build valuation models with information from content providers.
- 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.
- Surveyors are both screened and trained at multiple checkpoints throughout the process, so you are not burdened with using resources to meet regulatory requirements.
- Surveys can be done both domestically and internationally with a focus on consumer, technology, business services, real estate and industrials verticals.

## WE HELP YOU:

- Concentrate on your core business, cost effectively
- Increase the breadth of your market intelligence
- Increase the depth and accuracy of your market intelligence
- Conduct surveys and construct a sample unique to your questions and parameters.
- Consolidate your research providers
- Gain access to proprietary information
- Meet your compliance needs

# How Research Fits In At Penserra

## PENSERRA – FOCUSED ON INSTITUTIONAL FINANCIAL SERVICES

Our vision:

- Provide high quality services leveraging technology, data, and market knowledge
- Build strong client relationships based on trust and an understanding of client needs

### TRADING

Blending personal service with sophisticated technology, we work with clients to navigate the complexity of today's markets, implementing your trading objectives.

### RESEARCH

Cost-effective and scalable, our research platform allows asset managers and sell-side analysts to get out of the survey and channel check business and focus on their core competencies.

### Beta Management

Specializing in index and transition management, we combine portfolio management, trading and operational expertise to meet a client's asset management needs.

## RESEARCH AT PENSERRA IS INTENDED TO BE DIFFERENT

Building on our goal of understanding client needs, we created a research platform that intentionally complements many existing sources of research. Combining multi-sourcing technology with algorithmic decision making expertise, you can obtain statistically relevant market intelligence about target firms, in both a primary source and channel check capacity, without adding to your compliance burden. Through semi-custom reports or your own customized research queries, **we'll work with you to find the information you need to enhance your own competitive edge.**

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

TAILOR RESEARCH *at* PENSERRA  
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