recognia®

Engagement Study: Market Newsletter

Recognia's Market Newsletter positively changed trading behaviour:

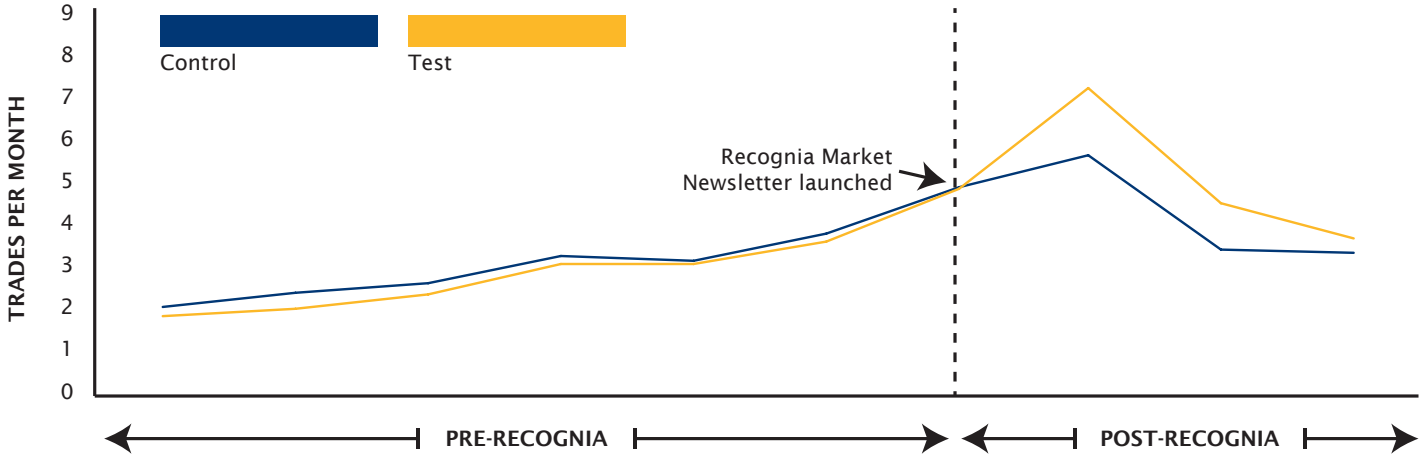
RECOGNIA USERS TRADED

1.5 more times per month than non-users,

which translated to

$720k/year

in additional trading revenue*



based on the assumption of 5,000 account holders making 1.5 more trades/month for a year at $8/trade

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Engagement Study: Market Newsletter

PRODUCT: Recognia's Market Newsletter
WHO: North American Retail Online Broker

Goal: To positively change trading behaviour of account-holders

Objectives of the Campaign:

1. Subscription base
   - Target: 7% of all clients opt-in to receive the daily Recognia Market Newsletter
2. Trades correlation
   - Target: A positive correlation between Recognia featured securities and trades made by the subscribers to the Market Newsletter
3. Incremental trades
   - Target: An increase of one incremental trade, per client, per month over the entire test group, versus the control group.

Strategy/Solution: To deploy Recognia's Market Newsletter to stimulate trading activity

- Conducted an A/B test where both groups (those with access to Recognia Market Newsletter and those without) had very similar trading and investing behaviour
- Run the campaign over a 3 month period to see whether the Market Newsletter would in fact increase the trading activity of the recipients
- Promote and advertise the Market Newsletter via email invitations, social media and the website

Conclusion: At the end of the campaign all of the goals were met or exceeded

1. Subscription base
   - Target: 7%
   - Result: 17% opt-in rate, or 183% of target
2. Trades correlation
   - Target: A positive correlation
   - Result: Recipients of the Newsletter were 3.5 times more likely to trade the securities featured in the Market Newsletter (a very positive correlation)
3. Incremental trades
   - Target: An increase of one incremental trade, per client, per month
   - Result: There was an increase of 1.5 more trades per client per month

ROI: The client achieved their return on investment for their one year agreement in the third month after deployment

ABOUT RECOGNIA

Recognia is the worldwide leader in quantitative and technical analysis. Our actionable technical, fundamental and value-based analytics help retail online brokers to monetize their investor accounts and institutional professionals to optimize their trading strategies. Recognia research helps validate investment decisions, manage risk and find trade ideas. It provides coverage on more than 85 exchanges worldwide including stocks, ETF's, forex, indices, and futures. With more than 20 million provisioned accounts, Recognia products service the largest and most successful firms and institutions worldwide including: Bloomberg, Fidelity, Charles Schwab, Merrill Edge (Bank of America), Kotak Securities, TD Waterhouse, NYSE Euronext, NCB Capital to name a few.

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