EVESTMENT
A Part of Nasdaq

Get A Competitive Edge With Intelligence From Market Lens

It's all about context – the more you have, the smarter your distribution game plan will be. Market Lens is the one-stop shop for institutional investment intelligence that gives managers line of sight into the broader context of the marketplace with insights on:

28,000+	157,000+	131,000+	52,000+
Investors, Consultants, and Managers	Documents	Key Professionals	Mandates

Investor Coverage

Endowments + Foundations

Profiles for 9,300+ Private US Endowments & Foundations with >$100M of assets covering assets and key contact information.

Insurance Firms

3,600+ profiles for life and property/casualty insurance companies in the U.S, with data covering rosters and activity within Long Term Asset programs, including Key Professionals and contact details.

Public Retirement Plans

Document-based intelligence on 700+ public retirement plans across Canada, Europe, UK, and the US. Get ahead of mandate announcements with access to early indicators and gain greater context into the reasons behind investors' decisions.

Private Retirement Plans

Full manager rosters for 8,000+ US Private Retirement Plan Sponsors, containing all holdings across asset classes for both DB and DC plans.

Sub-advised Relationships

~150 firms spanning mutual fund and variable annuity issuers, fund of funds, and manager of managers. View 4,750 discrete allocator/manager relationships and identify replacement opportunities before they happen to gain a competitive edge.

eVestment Market Lens empowers your distribution strategy by providing both deep qualitative insights and comprehensively structured data across the institutional landscape that includes:

- Actual Fees Paid
- Upcoming & Announced Mandates
- Investment Memos
- Consultant Research
- Product Ratings
- Asset Allocations
- Key Professionals
- Manager Rosters

Key Capabilities for Asset Managers

Identify mandate opportunities before they are announced
Market Lens includes intelligence on thousands of mandates, with an average of 40 added each week. Importantly, this includes early intelligence on allocation changes and other plan decisions that point to potential mandates before they're actually announced. Track mandates from indication to completion.

Know which investors have appetite for your strategy
Identify mandate opportunities by filtering the Market Lens' investor universe based on target vs. actual allocation to find those underweight to your asset class. Dive into an investors' profile to learn more about their current roster to assess competition and get the intelligence you need to start a conversation.

Understand the sphere of Consultant influence
Better navigate critical market influencers by understanding the interrelationships of affiliated consultant-investor-manager relationships. Easily filter the market to view the reach of investment consultants.

Understand where your competitors are gaining traction and where there are replacement opportunities
Research competitors and their client base to understand how they are growing their AUM and potential headwinds and opportunities.

Connect with the right individuals
View details for 131,600+ key professionals across 22,000+ investors to supplement and expand your coverage of the universe, with certainty in the quality of information: 100% of our key professional data is validated every six months.

Push Market Lens data to the systems you work in via API technology
Integrate Market Lens data into your propriety and third-party systems with API technology to give more of your firm access to eVestment intelligence.

Pre-built templates for PowerBI and Tableau by eVestment provide you with out-of-the-box data visualization for Market Lens to give you instant insights and room to further develop and customize your view.

A native Market Lens for Salesforce application gives you profile, mandate, and contact information in your CRM instance without the need for Salesforce development, dramatically reducing the time and cost of integration. Get up and running in one-day.

To request a tour of Market Lens, contact solutions@evestment.com.