

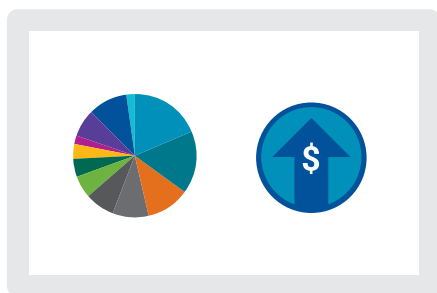
Widen your IR competitive advantage with eVestment market intelligence

Powered by: eVestment Market Lens

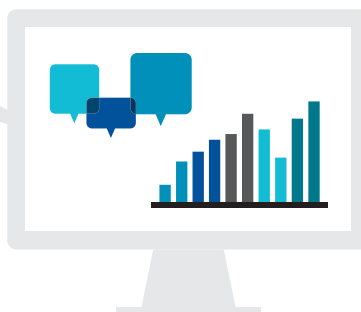
IR teams, meet your new competitive advantage: a one-stop research platform that aggregates, surfaces and alerts you to critical information about investors, consultants and your peers.

More than market data, this is market intelligence: access to underlying investor documents means you know what LPs did, but also why, how and what is next, to empower your targeting, positioning and communications.

What investors are thinking
(from commitment pacing to ESG preferences)



What consultants are saying
(from which strategies they favor to which funds they recommend)



What competitors are doing
(who they're raising from and how they're pitching)



Use Market Lens to

Enhance investor targeting

Get unparalleled insight into investors' commitment plans, portfolios, and much more to help you identify the most qualified fundraising opportunities for your firm.

Mitigate knowledge gaps

Have the most up-to-date information at your fingertips and be automatically alerted when intel most relevant to you is published.

Inform fundraise strategy & execution

Keep up with shifting market trends, investor preferences and consultant views in granular detail to inform the shape, size and timing of your raise.

Know your competitors & improve your positioning

See how your peers are positioning their funds, who they are raising capital from, and why, to craft a truly differentiated and compelling message.

POWER PACK



Combine the Market Lens + TopQ modules for an even stronger IR function.

Get the market context you need with Market Lens. Then, turn the due diligence lens on your track record with TopQ: streamline portfolio analytics workflows and leverage portfolio intelligence capabilities to help strengthen your pitches and positioning to investors.

The Power of eVestment Market Lens

Technical Brief

eVestment Market Lens is a searchable library of tens of thousands of documents from more than 8,000 public and corporate plans in the U.S., U.K. and Canada. It automatically surfaces data from those documents that Market Lens analysts have deemed significant. This includes intelligence on manager rosters, key professional contact data, early indicators of mandates and fundraising opportunities, and more.

Key Capabilities

Documented Intelligence

The Market Lens document library aggregates tens of thousands of documents obtained through filings and information requests. Filter by document type – from allocation studies to manager presentations, fee disclosures to consultant recommendations. Or filter documents by firm type or name, geography, asset class, ESG and more.

Mandate Tracking

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. Market Lens also allows you to track searches that are formally underway or completed to understand the competition and the ultimate selection process.

Investor, Consultant & Manager Profiles

Dig deep into the network of relationships among consultants, investors and managers. View consultant client lists, and their latest research and outlooks across asset classes. View investors current and target allocations, portfolios and more. See who your fund manager peers are raising capital from and drill-down into recommendation reports to understand why.

Customizable Email Alerts

Create custom searches for the keywords, investors, consultants or managers of most interest to you to be automatically alerted when new documents that match your criteria are added to the library. "Follow" mandates and ensure you're automatically alerted when something happens in a search you're monitoring.