

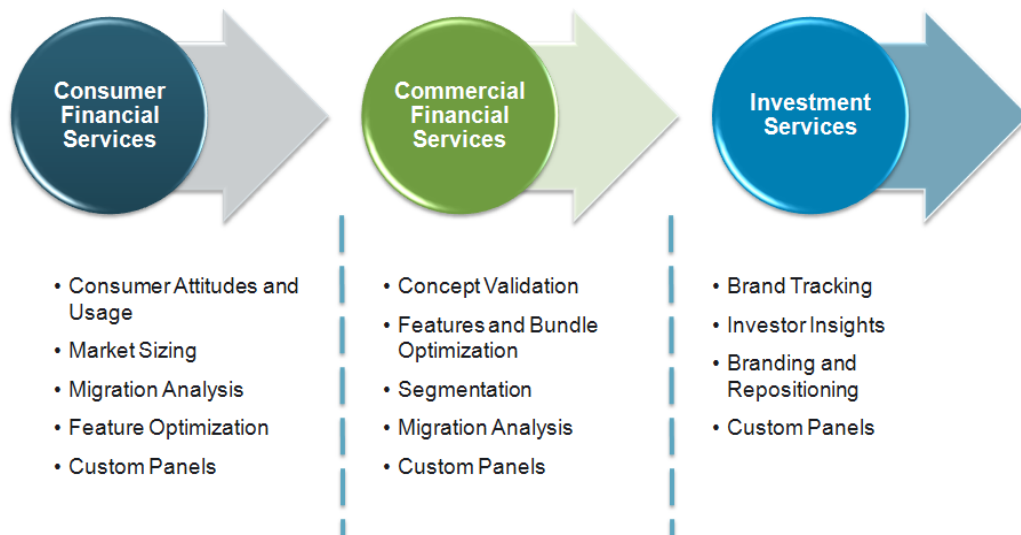
Financial Services Market Research

Expand Your Opportunities with Rich Customer Insights

With economic and governmental pressures continuing to increase for financial services organizations, new market research methods are critical to gaining or maintaining a competitive advantage in the marketplace for financial products and services. Whether your goal is to launch new products or product combinations, move into adjacent markets, or expand to brand new business areas, the challenge is to gain better insights in a shorter timeframe from the right target market of consumers and industry professionals.

Target a Variety of Financial Services Market Segments

MarketTools offers deep market research experience and engaging, interactive research tools and methodologies to inform better business decisions. Our robust research offerings deliver accurate, actionable results across a variety of financial services industry segments:



Financial Industry Expertise for a Customized Research Approach

Our consultative approach allows you to prioritize your research needs, execute studies, and gain the right insights – timed to accommodate each stage of your product development cycle. We combine our own research technology with deep financial services experience to provide insights on topics ranging from target segment identification to financial product development from concept to launch. Our expertise includes:

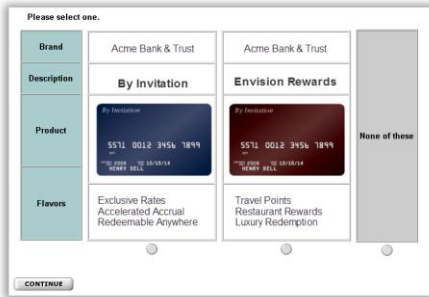
- Concept testing and validation for financial products and services ranging from credit cards to wealth management plans
- Optimization of product offerings and bundles to maximize sales and profits
- Assembling and managing custom research panels of financial services professionals

MarketTools Financial Services Research Benefits

- ▶ **Secure a competitive advantage in the marketplace** with the right insights from the right target markets of consumers and industry professionals.
- ▶ **Gain deep insights and optimize product offerings for a variety of financial services industry segments**, including consumer financial services, commercial financial services, and investment services.
- ▶ **Leverage our deep financial industry expertise** to develop more successful product and services offerings based on effective studies and research programs.
- ▶ **Make better business decisions using accurate, actionable research results** captured through interactive, engaging research methodologies and advanced analytics.

MarketTools Financial Services Research Combines Deep Research Expertise With Powerful Technology Platforms

MarketTools delivers powerful insights to our clients using advanced technology tools and analytics from several scientific disciplines.



Visual Tools

Our interactive online survey and testing technologies engage respondents with game-like environments and real-world scenarios to uncover consumers' conscious and subconscious decision-making processes around banking, revolving credit lending, or wealth and asset management.

Messaging Tools

Text highlighter tools allow respondents to select specific message statements to indicate likes, dislikes, or uncertainty. Results are visualized in a word cloud-style format that highlights favored terms by font size and color, making test outcomes easier to understand and share. Image highlighters offer similar functionality for visual presentations such as web offers, showing results in a heatmap that indicates most-favored visual elements.



Feature	% Must-have	% Delighter	% Indifferent	% Detractor
Read to me feature	11%	20%	53%	16%
Audio books	23%	20%	45%	12%
Built-in dictionary	18%	30%	49%	3%
Annotations / Lending notes	16%	22%	56%	6%
Clipping magazine articles for future reference	17%	27%	51%	5%
Search	30%	26%	41%	2%
Adjustable text size	17%	30%	39%	2%
Full web browser (ability to view all websites)	37%	25%	30%	3%
Ability to read Microsoft documents (Word, PowerPoint)	32%	28%	38%	2%
Ability to read pdf	30%	27%	37%	5%
Photo viewer	22%	28%	48%	3%
Email	18%	28%	44%	3%
Instant messaging	15%	23%	54%	8%
Specific social networking	10%	20%	50%	20%
Weather updates	10%	20%	50%	20%
Calendar	10%	20%	50%	20%
News feeds	10%	20%	50%	20%
Music player	10%	20%	50%	20%
Ability to install additional apps	10%	20%	50%	20%
Print book or magazine page	10%	20%	50%	20%

Advanced Analytics

The industry-leading MarketTools analytics team applies rigorous scientific approaches to forecasting and to optimization studies for product offerings using discrete choice modeling, conjoint studies and segmentation.

Online Survey Panels and Sample

MarketTools can field your studies with our ZoomPanel Online Sample, a nationally-representative online survey panel comprised of 2 million US consumers profiled across 500 demographic, lifestyle, occupational and geographic attributes. We can also work with you to assemble and manage custom panels of brokers, dealers, and other financial professionals. All panelists are validated with MarketTools TrueSample®, the industry's leading solution to ensure your survey respondents are who they say they are and are truly engaged in the survey process – to assure that your business decisions are informed by the highest-quality data.

About MarketTools Custom Market Research

MarketTools is the leading provider of software and services for market research and enterprise feedback management (EFM). We provide leading organizations the actionable customer insights they need to make better business decisions that lead to high-value business impact. MarketTools' custom market research services are supported by our groundbreaking Advanced Analytics team and our suite of market research software. Our industry-leading data quality solution, TrueSample®, ensures that online research respondents are Real, Unique and Engaged™, leading to higher quality online research results.



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