Capitalize on institutional momentum with ASSET FLOWS

Trillions of dollars move in and out of strategies and geographies every year. Understanding where assets are moving – and the investor types that are reallocating – is essential for quantifying product demand and assessing the competitive strength of your line-up. Even if you’re not manufacturing new products, eVestment Asset Flows provides essential data for setting distribution strategy and product management priorities.

USE ASSET FLOWS TO

**Forecast product demand.**
Quantify existing momentum and factor that data into revenue modeling and projections – for existing products or new products you may build.

**Put sales and marketing resources in the right places.**
Align dollars and people to the regions and investor channels primed for growth.

**Track your market share.**
Monitor your market share, and that of competitors, to understand whether your distribution strategy is paying off.

**Evaluate M&A targets.**
If you’re looking at inorganic ways to build out your product line-up, Asset Flows can help you identify PM teams with healthy flows momentum.

**Asset Flows** subscribers receive quarterly intelligence, detailing the global distribution and movement of institutional assets across equity, fixed income and balanced/multi-asset strategies.

**Find out where demand for your products is coming from:**
solutions@evestment.com
The power of
ASSET FLOWS

Technical Brief

eVestment Asset Flows tracks the movement of institutional assets by geography, investor type, and asset class. This flows data is derived from manager reported assets each quarter and backs out performance. Asset Flows displays net inflows and net outflows, providing intelligence on the momentum of asset movements.

Capabilities

A Global Picture of Asset Movement

Gain a high-level view of flows in traditional universes, with the ability to sort by AUM, net flows or MRQ change.

Flow Trends by Universe

View flows by universe or asset class over time to understand trend lines and identify shifts in momentum.

Flow Trends by Investor Domicile

Within a universe, understand asset movement by geography – which domiciles are buying and which are redeeming.
The power of

ASSET FLOWS

Flows by Manager

Track which managers are the largest gainers or losers of assets over a given period by analyzing the sum of all flows for their lineup by institutional or total AUM, net flows or MRQ change.
**Flows by Investor Type**

Within a given universe or product, view flows by investor type and drill into different time periods, flow volatility, retention rates and more.

**Identify Market Sizes**

Quickly size markets for traditional products by geography, then drilldown to see flows from that investor domicile by universe.

**Track Capture Rates**

Use Asset Flows to track a product’s market share, as well as its ability to capture flows in a specific universe.

To request a tour of Asset Flows, contact solutions@evestment.com.