

# Optimize Your Market Presence with

## OMNI

### OVERVIEW

While eVestment is the institutional market's premier database, there are dozens of smaller and niche databases as well. If you don't have a complete presence in the databases that are advantageous for your strategies, you're invisible to the people you're trying to market and sell to. Only eVestment Omni develops and executes a comprehensive database strategy to build your brand, get your products in front of more investors and consultants, measure your market presence and, ultimately, win more assets.

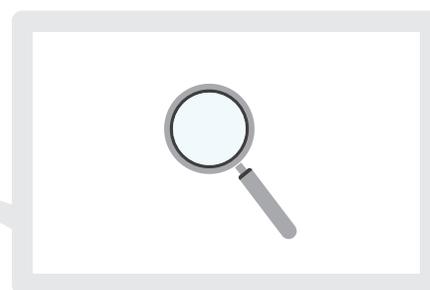
**Increase your market presence and product viewership**



**Then quantify your database marketing effectiveness**



**To gain the edge in shadow searches**



## USE OMNI TO

### Build brand awareness.

To increase the visibility of your institutional products, our team of experts ensure your strategies are positioned effectively across the databases used by consultants and investors to find strategies like yours.

### Gain the edge in shadow searches.

Today, most manager screening is conducted long before mandates are announced or tendered. With an established and consistently maintained database presence, your products will be included in these early screens instead of being eliminated before you even have a chance to compete.

### Quantify your market presence.

Understand how often consultants and investors are screening your products, the screening criteria they use and your screening pass-rate. Monitor trends in data screening, measure your overall completion rates relative to peers and your time to market to gain a competitive edge.

## POWER PACK



**Combine Omni + Advantage to maximize the effectiveness of your marketing strategy.**

Unlock the power of Omni combined with Advantage and use actual viewership data to understand how well your marketing strategies are working.

**Build your market presence today:**

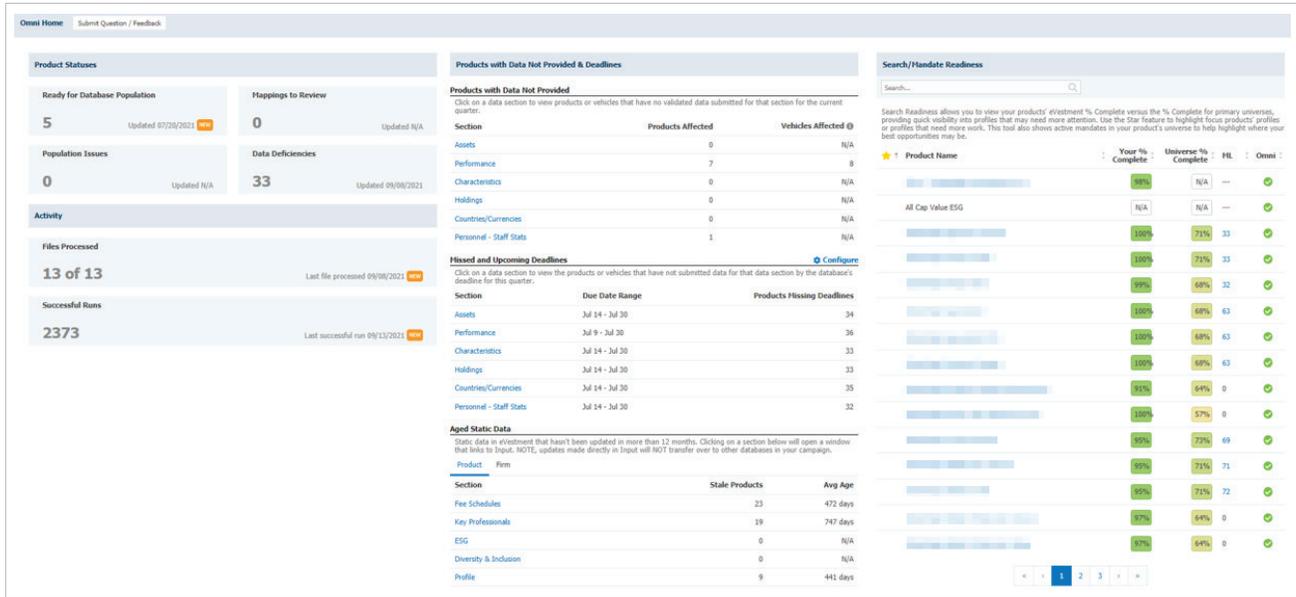
[solutions@evestment.com](mailto:solutions@evestment.com)

# The Omni Difference

eVestment's technology and industry knowledge are unparalleled, but it's our unique expertise in databases that particularly benefits Omni clients in key ways.

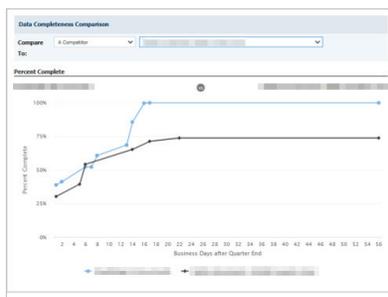
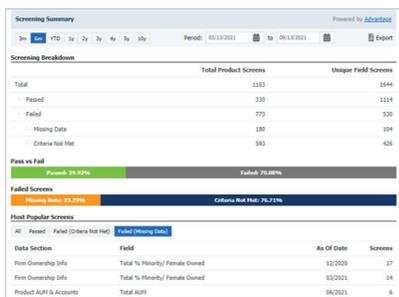
## Omni Home Dashboard

The Omni Home Dashboard provides an easy-to-consume interface with a consolidated, real-time connection to your overall database marketing efforts. The dashboard provides an aggregated view of the data population efforts by tracking each stage of the process – from data file submission through to data completeness.



## Omni Intelligence Studio

The Omni Intelligence Studio maximizes database marketing efforts by providing three levels of value-added intelligence that only eVestment can deliver:



**1. Database Visibility** to build better brand awareness by highlighting the strengths and weaknesses of your current database marketing campaign.

**2. Peer Comparison** to show how your products stack up against competitors in terms of data population breadth, depth and speed.

**3. Opportunities** to identify where the interest lies by consultant size and geography.

## Omni Quarterly Reviews

Consultative session to provide feedback, insights and guidance as it relates to your overall database marketing initiative. This includes reviewing areas of improvement, along with screening analysis and intelligence to measure success.