

## Emerging Trends in Alternative Investments (AI) Among Advisors

### Understanding the evolving AI category

Nearly eight in ten advisors use some form of Alternative Investment (AI) in their current book of business – allocating 11% of their AUM to the category, on average. While the AI category is still relatively small – compared to other investments – consideration and application continue to grow. Cogent Research is extending the opportunity to take part in directing a research study to gain a comprehensive understanding of the rapidly evolving AI market.

### SUBSCRIBING CLIENTS WILL HAVE THE OPPORTUNITY TO

- Help define the scope of the research
- Provide guidance on areas of inquiry
- See and hear the research as it unfolds

### PROPOSED RESEARCH OBJECTIVES

- Explore current and anticipated usage of AI in client portfolios
- Understand preferences for AI products and strategies based on client needs
- Explore involvement and interest in AI strategies within ETFs and mutual funds
- Identify specific barriers and catalysts to increasing AI usage
- Determine decision criteria used to select AI products and AI providers
- Uncover drivers of boutique AI manager usage versus traditional asset managers
- Pinpoint the most effective AI sales techniques used to position AI
- Identify the most effective tools and materials for evaluating and selling AI
- Uncover any unmet needs or gaps in terms of advisor education
- Gauge interest in future product features and enhancements

#### RESEARCH DESIGN

- In-Person Focus Groups
- 2 Markets
- 8 Groups
- 64 Participants
- 90-120 minute sessions
- Live video streaming

### METHODOLOGY

#### Target Audience:

- With at least \$25M in AUM
- Currently utilizing a mix of AI products
- 5+ years of industry experience
- Series 6/7/65 license and/or file a Form ADV

#### Definition of Participants:

- Non-Users: 0% AUM in AI but open to learning about AI
- Light Users: Less than 10% AUM in AI
- Heavy Users: 10% or more AUM in AI

### DELIVERABLES

#### March

- Participate in webinar to review the results
- Strategic report with recommendations
- Session transcriptions

For more  
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**Research Investment: \$25,000**

▶ **Cogent Focus Insight™ Series (CFI)** offers a select group of firms the opportunity to participate in a series of focus groups that will explore in-depth a specific topic or issue. The shared insights gathered through this process will give each firm a solid foundation of knowledge in the chosen subject area, as well as provide the necessary groundwork for additional proprietary research that clients may choose to pursue independently.

#### Custom Research

Our custom research produces “actionable insights” that inspire decisions and drive behavior. Solutions include customer loyalty, brand assessment and tracking, product development, and customer acquisition and retention modeling.

#### Syndicated Research

The most up-to-date, comprehensive understanding of emerging issues and trends lets us continuously generate insight and action strategies for clients. Products and services include research briefs, syndicated reports, and sponsored papers.

#### Evidence-based Consulting

Our own proprietary data assets combined with client supplied information and primary research to produce powerful insights and recommendations toward product, trend, and client experience. The result is significantly improved bottom-line performance.

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