

## Unlocking Tomorrow's Opportunities Today.

At PMG, we understand the challenges you face in today's ever-evolving market landscape. Facing constant change and the increasing complexity of business, a firm must leverage the power of data to set a path for success. Our ability to contextualize data helps you answer the crucial questions that drive your business forward and empowers you to understand where the opportunity will be tomorrow.

Our primary mission is to provide you with the data and behavioural insights necessary to uncover emerging changes in market behaviour, enabling you to shape winning strategies and tactics.

MarketMine is not just data, but actionable intelligence. We connect you to 30 years of in-depth research, data science expertise, and economic modelling to answer your most pressing questions and drive sustainable growth.

**Say goodbye to uncertainty and hello to actionable knowledge with MarketMine!**

### Key Features and Benefits



#### Deep Insight Reporting

Access to detailed reporting on key industry topics.



#### Self-Serve Data Access

**\*NEW\***

Seamlessly query our data lake through our client portal.



#### Thought Leadership Insights

Stay informed with supplemental articles and reporting on emerging industry trends and themes.



#### Expert Support

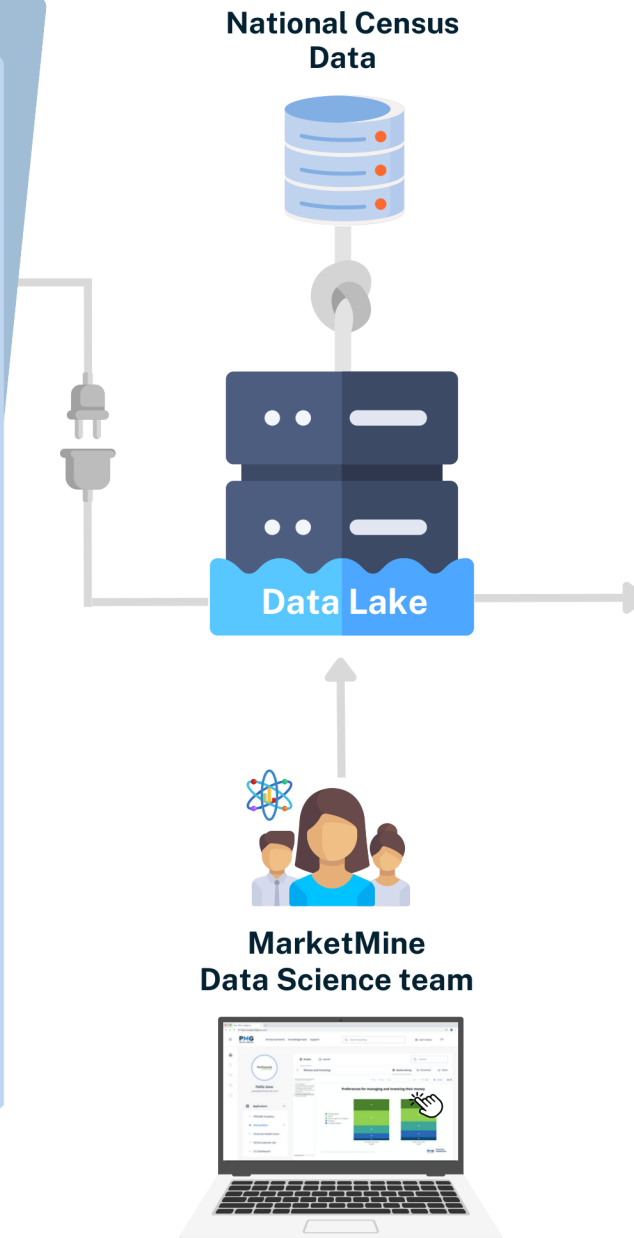
Tap into our team of data scientists and consultants for personalized assistance, including insights presentations and custom analyses.

# How does it work?

*Examining financial consumer behaviour since 1993*

**200+ studies, hundreds of thousands of surveys completed, across critical topic areas...**

- ESG
- Canadians and Financial Planning
- Public Confidence
- Credit Union Deposit & Lending
- Millennials and GenZ
- Robo-Advice
- Retirement Income Planning
- The Female Investor
- Ethnic Markets
- Small Business Owners & Banking
- Retail Infrastructure
- Market Volatility & Inflation
- Values and Investing
- Value of Advice
- Life Stage Behavioural Segmentation
- Wealth and Lending
- Canadians & Life Insurance
- Intergenerational Relationship & Wealth Transfer
- Occupation Market Size Modelling
- Member Loyalty & Engagement
- Client Acquisition & Defection
- Advisor Loyalty & Engagement



**Using data to solve your biggest challenges, like:**

- **Maximizing ROI:** Identify the best investment strategies to boost share of wallet within your current client base.
- **Understanding your Target Markets:** Gain clarity on the ideal client/member profile and your natural target market.
- **Targeting the Right Segments:** Pinpoint market segments that strategically align with your value proposition for client acquisition.
- **Optimizing Distribution:** Evaluate the effectiveness of your distribution model to meet long-term revenue expectations.
- **Mitigating Revenue Risk:** Uncover potential revenue risks, such as over-dependence on brokered relationships.
- **Seizing Emerging Opportunities:** Identify emerging market opportunities that could impact your business in the medium and long term.
- **Enhancing Marketing Success:** Improve the success rate of your marketing campaigns with data-backed insights.
- **Market Sizing:** Determine the size of your market opportunity with precision.

## What do MarketMine Partners Receive?

### Access to 2024 analysis, insights papers, and historical tracking reports:

- Value of Advice Factors and Life stage Behavioural Segmentation
- Driving Consumer Relationships
- Small Business Owners and Commercial Banking
- Impact of ESG, DEI, SRI, and Sustainable product
- Market Volatility and Inflation
- Millennials and GenZ
- Women and Investing
- Intergenerational Wealth Transfer
- Retirement Income planning
- Digital transformation and robo-advice

### Enterprise access to the Data Lake through the MarketMine Data Science team:

- **\*New for 2024\*** Self-serve analysis of PMG's proprietary data lake through our client portal
- Customized data support to help solve your specific informational needs and knowledge hurdles
- Market size forecasting across target segments (consumer and business) and geographic region(s)

## Why PMG Intelligence?

PMG is an accomplished data science and market research consultancy. Our mission is to help business partners bring together various data sources, unique market insights and innovative technologies to drive better business outcomes.

The depth of our experience and extensive data lake uniquely positions us to empower our clients. We partner with you to bring data to life and drive the insights needed to inform your business.

With over three decades of experience in studying human behaviour and market dynamics, we anticipate behavioural changes before they become widespread, giving our clients a competitive edge.

## Time to get started!

Contextualizing data is the backbone of every business's success; unlock your future with PMG and MarketMine. Please contact us for a proposal outlining budget, report scheduling, and deliverables. You'll also receive an introductory insights presentation to kickstart your MarketMine journey.