

BrandLoyalties.com Special Commentary

12/17/2012: Investing Ahead of the Insider

(Web page version is [here](#))

Many Analysts and Portfolio Managers would agree that it would be an incredible advantage to have access to confidential, corporate insider meetings, particularly ahead of quarterly earnings announcements. Unfortunately for them, this is not possible. On the other hand, what if there was a completely natural way of getting insight into the changing consumer popularity for your companies of interest and, more importantly, the subsequent direction of their stock prices?

BrandLoyalties.com has developed a technology-based, quantitative metric, available daily by subscription to select institutional investors, which signals whether the consumer's loyalty is gaining or waning for your particular equities of interest. By investing in companies that are exhibiting increasing loyalty and avoiding companies who are struggling to retain their consumers investors may achieve superior relative performance and reduced downside risk. Has it worked? Yes! Even a simple long-only strategy using BrandLoyalties basic metrics would have resulted in outperforming the SP500:

Portfolio Contents	Average Annual ROI	ROI Improvement	ROI Standard Deviation	Positive ROI Confidence
S&P 500	3.2%	--	20.9%	56.1%
S&P Consumer Discretionary Universe	9.4%	+6.2%	36.1%	60.3%
Best 20% Ranked In BrandLoyalties Universe	19.6%	+15.4%	34.7%	70.4%
Best 10% Ranked In BrandLoyalties Universe	25.2%	+22.0%	42.7%	72.3%

Please see our [web site](#) for more performance information.

In addition, investors may have avoided (or shorted) equities before negative news or guidance became commonly available.

Wouldn't you be interested in this cutting edge information?
Please contact me at tony@BrandLoyalties.com to schedule a

short web demo and to discuss how BrandLoyalties.com may help your stock selection and investment results.

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