

# BrandLoyalties.com Special Commentary

**10/12/2017: Upcoming Webinars: Generating Alpha From Unique "Big Data" Sets**

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

Quantamental has become the new favorite buzzword in asset management -- and not just for traditional "Quants." Increasingly, discretionary portfolio managers are also incorporating specialty data sets including "Big Data" into their investment processes in search of alpha. Collecting big data from cyberspace has become relatively easy, but capturing a robust and compliance friendly signal from all that noise has remained elusive. Recently, veteran Quant Herb Blank of Global Finesse became interested enough by the efficacy of Brand Loyalty data that he offered to take a deep dive, and then co-authored a new study with Rick Davis, CEO and Founder of BrandLoyalties.com.



Herb and Rick are hosting a series of free 30-minute webinars during the next two weeks to take you on a deep dive into:

a. The data and how they are captured; b. The nature of the signals they produce; c. How they can produce Alpha on trading strategies; d. How they can enhance returns on core long-only portfolios.

Attendees requesting a copy of this paper after the event will be able to download it prior to its submission for publication.

To register for this free event, simply respond to this e-mail with your preferred session number.

All sessions are New York time (Eastern Time)

1. Thursday, October 19th 11:30am 2. Thursday, October 19th 4:30pm 3. Tuesday, October 24th, 11:30am 4. Tuesday, October 24th, 4:30pm 5. Wednesday, October 25th, 11:30am 6. Wednesday, October 25th, 4:30pm 7. Wednesday, October 25th, 8:00pm

Biographies

**Rick Davis, CEO and Founder of the Consumer Metrics Institute, Inc. and BrandLoyalties.com**

In 2015 Mr. Davis was published in the Journal of Index Investing *"Big Data" Meets "Smart Beta"* as a primer for investment professionals about how to glean relevant insights from brand-name metrics. He discusses how such metrics can serve as a new form of fundamental data for tactically or quantitatively managed active portfolios, or as alternate selection and weighting strategies for tracking tolerant "smart beta" applications.

Mr. Davis has presented BrandLoyalties.com research at numerous events, including Franklin Templeton's *"Alpha Innovation Required"* (AIR) summit in Fort Lauderdale, Florida where a hand-picked group of interesting technology vendors presented how their products and/or services could help buy-side investors generate alpha.

### **Herbert Blank, Senior Consultant, Global Finesse LLC**

As a recognized pioneer in the ETF and enhanced indexing industries, Herb provides ESG, ETF, product development, backtest validation and market intelligence expertise. His prior position had been as Director of the Global Benchmark System at S-Network Global Indexes and ESG Solutions.

Career highlights include assisting in the launches of iShares and GLD while at consulting firm QEDIA and managing the first ETF family listed on the NYSE, the Deutsche Bank CountryBaskets. A frequently published author, Herb's MBA is from NYU Stern; and he holds MA and BA Mathematics degrees from the University of Pennsylvania. Herb also serves as Steering Committee Chairperson of QWAFEFW ("quaff-a-few") Worldwide.