Q4 AI Targeting

Powered by Q4’s revolutionary artificial intelligence (AI) engine iris™, AI Targeting leverages deep capital markets intelligence and machine learning capabilities to bring together institutional investors and corporate issuers. This innovative technology drives real value by accurately predicting which firms/funds have the highest probability of purchasing/selling a given security within the next 90 days and identifies the crucial underlying investment drivers, specific to that firm/fund and your company.

By proactively improving the accuracy and quality of your targets, AI Targeting dramatically increases ROI on your investor outreach and puts senior management in front of the right investors, at the right time.

Matching the right investors at the right time.

Backed by three years of research and 10 years of backtesting, AI Targeting leverages 25+ billion individual data points. Through deep analysis of historical correlation and regression, the AI algorithm generates a combined probability and “matching” score, specific to every firm, fund and stock. Unlike “quantitative” targeting solutions, which merely compare fundamental characteristics between companies and portfolios, AI Targeting determines the likelihood of a firm/fund for buying a given security, in conjunction with the quality of that investor for your company.

An AI Targeting score is based on over 700 datasets including:

- Market flows
- Investor portfolios
- Historical patterns
- Market dynamics
- Company fundamentals
- Relative performance
- Sentiment
- Current activity
- Volatility
- Equity and options trading
Benefits of AI Targeting.

✓ PERSONALIZED RESULTS
Our industry-leading AI Targeting scores deliver the most accurate and highest-quality prospective investors, ensuring your efforts are always effective and on point.

✓ TARGETING HEATMAP
Q4 Desktop’s proprietary AI Targeting Heatmap provides a geographical visualization of where you should focus your outreach, helping you to optimize your NDRs, conferences and other outreach efforts, based on the highest geographic concentration of high quality, ready-to-buy targets.

✓ INCREASED ROI ON OUTREACH
With accurate predictions about which firms or funds have the highest probability of purchasing and selling a given security within the next 90 days, you can focus your attention on your strongest opportunities to dramatically improve the efficiency and impact of your outreach.

✓ SHARE-PRICE MANAGEMENT
The real-time functionality of AI Targeting enables you to foster relationships with the highest quality investors at precisely the right time. The end result is lower volatility, better shareholder stability, and ultimately, higher multiples.

✓ FIND THE BEST FIT
Understanding which firms/funds are likely to buy your shares in the near-term and the drivers behind investor behavior helps you better understand the future. AI Targeting takes into account a quantitative assessment of the investor, based on such factors as total assets under management, turnover history, corporate style, portfolio characteristics, etc. This enables you to focus on the investors who will add the most value and stability to your current shareholder base.

ABOUT Q4 INC.

Q4 is a leading global provider of cloud-based investor relations and capital market solutions. Q4 empowers customers to be leaders in IR through innovative technology and exceptional customer service. Our comprehensive portfolio of IR solutions, including quantitative and real-time shareholder analytics, IR desktop, websites, and webcasting arm industry professionals with the tools and insights required to run award-winning IR programs, make effective business decisions, and better engage with the street. Q4 has offices in London, Copenhagen, New York, Toronto, and Chicago. To learn more, visit www.q4inc.com.

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