

## ADV Insights Solution Use Case

### The Company

The Company is a mid-size provider of administration services for up-and-coming hedge funds. They serve clients nationally, but are located in Los Angeles and are focused on the western half of the US.

### Data Sources



### The Challenge

**Identifying Prospective Clients** - Like most of its competitors, the Company used publicly available information and tools to find targets that met their criteria for characteristics like assets under management, location, and fund type. This meant searching the IARD website one firm at a time, relying on word of mouth research, and piecing together other bits of information to isolate the most promising sales opportunities. The process was slow, inefficient, and costly, and it produced an incomplete picture of the available market.

### The Solution

**ADV Insights** - Actus Data deployed the comprehensive ADV Insights Solution so the Company was able to view all publicly available data from the ADV filing database on a single portal and easily segment the data by highly relevant prospecting criteria. Filters and slicers on key parameters meant users could quickly return the most meaningful insights and take action. The entire package was delivered inside a customized Excel report so that the Company could easily manipulate and analyze the data set.

Investment Adviser Analysis				Firm AUM	Fund AUM	State	City
				a.) \$0 - \$50M	a.) \$0 - \$50M	AZ	Lakeville
				b.) \$50M - \$100M	b.) \$50M - \$100M	CA	Lakeway
				c.) \$100M - \$150M	c.) \$100M - \$150M	CO	Lakewood
				d.) \$150M - \$200M	e.) \$200M - \$300M	CT	Lakewood R
				e.) \$200M - \$300M	f.) \$300M - \$400M	FL	Lambertville
				f.) \$300M - \$400M	g.) \$400M - \$500M	IL	Lancaster
New	Updated	Filing Date	Source	Business Name	Firm Assets Under Management	Fund Name	
No	Yes	3/29/2019	Non-ERA	Silverpeak Argentic	\$621,700,000	Argentic Securities Holdings Cayman Ltd	
No	Yes	3/29/2019	Non-ERA	Silverpeak Argentic	\$621,700,000	Argentic H3 Holdings Llc	
No	Yes	3/29/2019	Non-ERA	Silvermine Capital Management	\$1,786,511,358	Silver Spring Clo Ltd.	
No	Yes	3/29/2019	Non-ERA	Silvermine Capital Management	\$1,786,511,358	Gig Ore Hill Clo 2013-1, Ltd	
No	Yes	3/29/2019	Non-ERA	Silvermine Capital Management	\$1,786,511,358	Man Glg Clo 2018-2	
No	Yes	3/29/2019	Non-ERA	Silvermine Capital Management	\$1,786,511,358	Silvermore Clo Ltd.	
No	Yes	3/29/2019	Non-ERA	Silvermine Capital Management	\$1,786,511,358	Man Glg Clo 2018-1	
No	Yes	3/27/2019	Non-ERA	SilverSmith Capital Partners	\$1,289,280,329	SilverSmith Capital Partners i-b Lp	
No	Yes	3/27/2019	Non-ERA	SilverSmith Capital Partners	\$1,289,280,329	SilverSmith Capital Partners i-c Lp	
No	Yes	3/27/2019	ERA	Silverstreet Capital Agricultural Advisors Limited	\$66,500,000	<Unknown>	
No	Yes	3/20/2019	Non-ERA	Silverbrook Wealth Management Llc	\$760,374,795	<Unknown>	

### The Result

**Broader Reach, Increased Growth** - The Company was immediately able to identify and reach out to larger number of highly targeted prospects. They expanded their sales efforts to focus on new geographies and removed the guess work from their prospecting activities. With the ADV Insights Solution, the Company was able to do all of this and at the same time significantly reduce administrative overhead. The combination of improved data and speed of access enabled the Company to achieve customer growth that would not have been possible without ADV Insights.

More Use Cases Coming...

Check back soon!