



RAYMOND JAMES®

## Investment research helps investors figure out millennials

Managing Director Aaron Kessler needed to track millennials' internet usage. With **SurveyMonkey Audience**, he obtained fast, powerful investor insights.

**400**

customers surveyed

**2**

days to get results

**12**

investor insights

### THE CHALLENGE

## Surveying the right target market quickly and cost-effectively

**Aaron Kessler**Managing Director and  
Senior Internet Analyst

Aaron Kessler was trying to better understand what millennials are doing on the internet and their smartphones.

Kessler's job is to follow fast-moving trends using Market Powered Data: Which social or music apps are popular now? Are young consumers using Snapchat or Instagram? Do they search for products on Google or Amazon?

Until recently, there was one challenge Kessler hadn't been able to solve, he says: "Surveying customers in a cost-efficient way."

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**"SurveyMonkey Audience can be very timely for researching current topics."**

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THE SOLUTION

## A fast, cost-effective global consumer panel

Kessler and his team turned to SurveyMonkey Audience, a powerful, easy-to-use global consumer panel. They targeted a specific audience of millennial consumers to ask about their usage of social networks, ecommerce searches, favorite music and food delivery apps, and more.

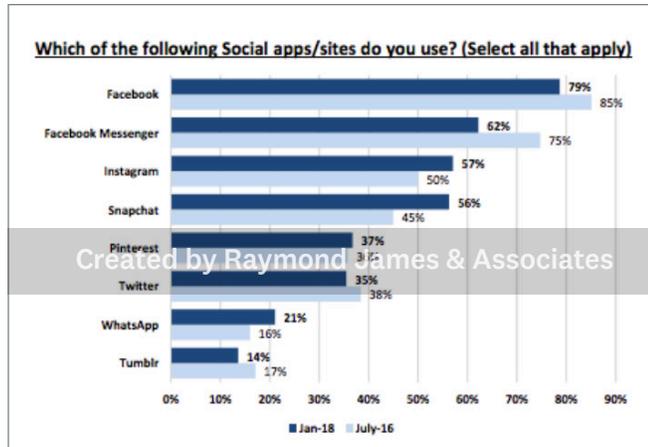
Using Audience, Kessler says, his team delivered **on schedule and within budget.**

“We are able to turn around a survey in a couple of days.”

“Without SurveyMonkey Audience, surveying consumers in a cost-effective way would be much more difficult.”

**Chart on right:**

One of the investor insights Raymond James analysts shared with clients after running their Internet Millennial Survey with SurveyMonkey Audience.



THE TAKEAWAY

## Fast survey + Valuable insights = Project success

A few days later, the Raymond James team sent its clients a hot-off-the-press research report with powerful insights on blue-chip tech stocks and pre-IPO companies like Spotify.

This kind of **Market Powered Data** can move markets and lead to stock upgrades or downgrades.

“We were able to draw conclusions in our research, both positive and negative for specific companies,” Kessler says. “Audience is an invaluable tool in helping us provide unique research to buy-side clients.”

**Company**

Raymond James

**Use case**

Investment research

**Product**

SurveyMonkey Audience

**Success factor**

Speed