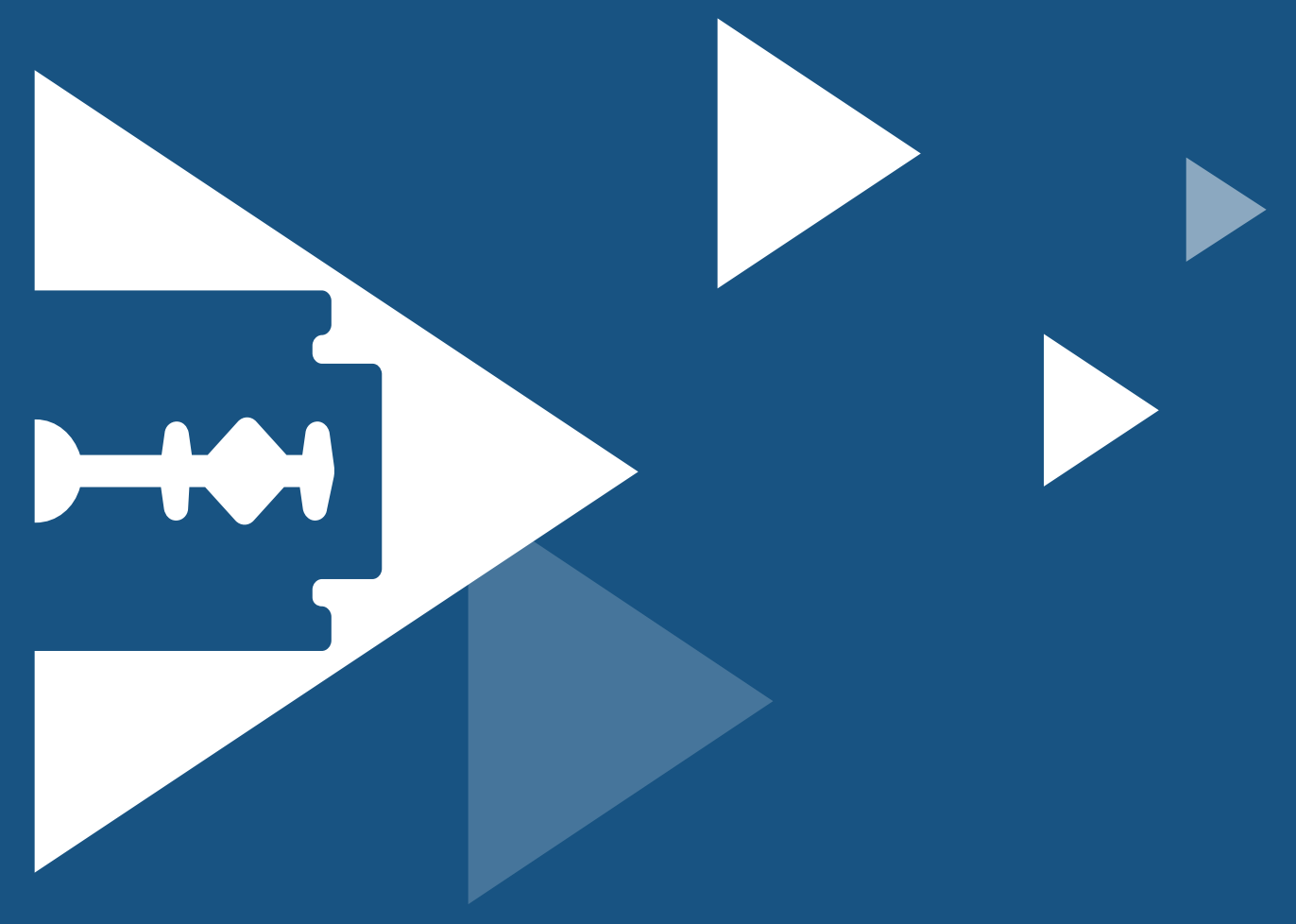


# Use News Reports To Improve Your Investor Marketing Results



## News Reports Are What Investors Want

A January 2022 investor survey revealed that news reports are the #1 tool used by investors during the research and decision-making process (Investing.com).

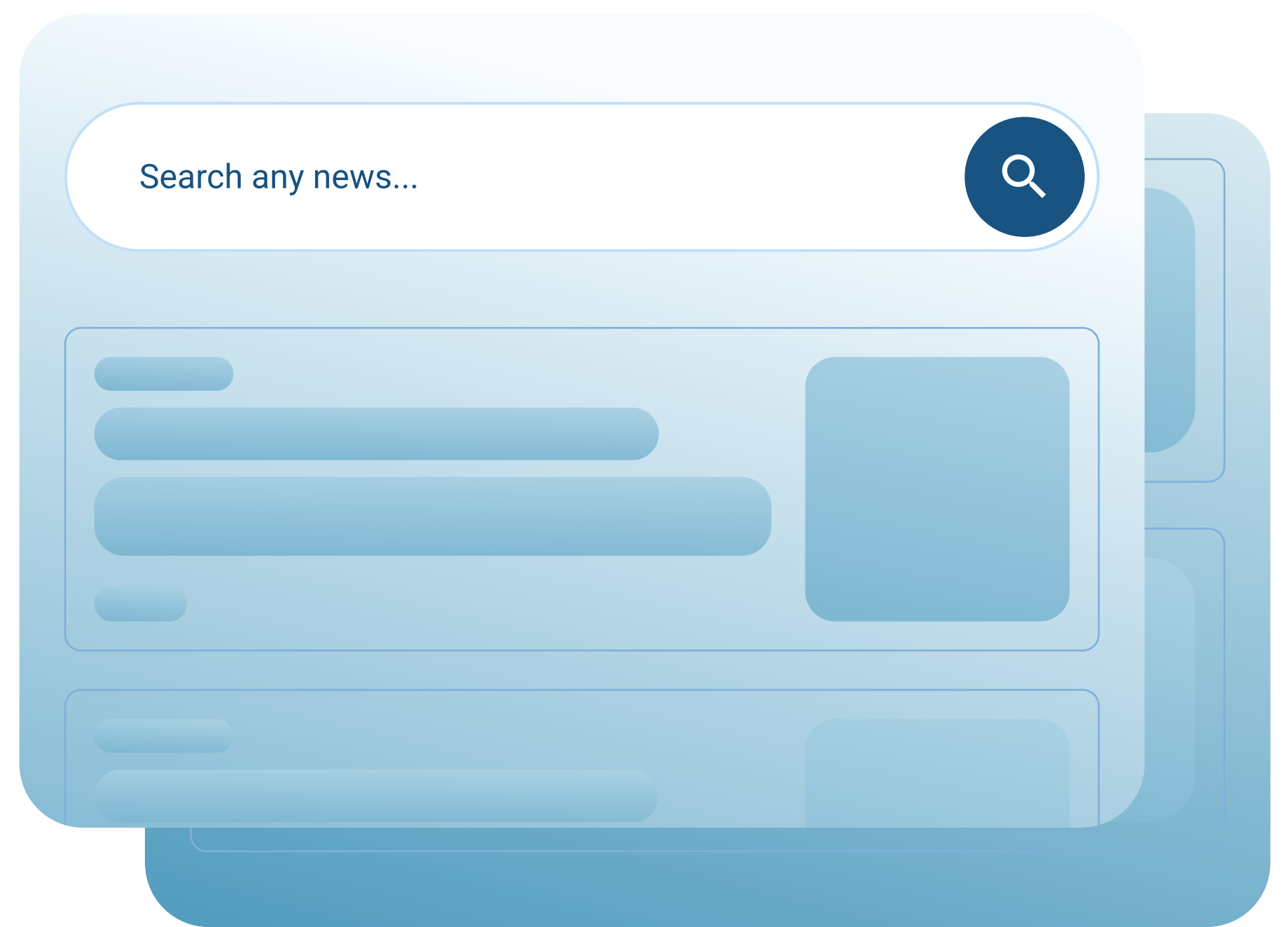


### Why News Reports?

- News reports help investors fill in the gaps and connect the dots.
- News reports add context to 'snapshot-in-time' press releases.
- News reports help investors understand complicated filings.
- Press releases & filings are great at keeping current shareholders informed, news reports help convert new investors.

## Help Investors Find The Tool They're Looking For

RazorPitch is a leading provider of top-tier sponsored news reports that reach investors across major news outlets helping investors move from interested to invested.



Based on what Joe finds, he buys or bounces.



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