


# ECM Manager - Trusted by Leading Banks to Target Clients More Effectively and Grow Revenue

When it comes to the most trusted and reliable platform for ECM benchmarking, origination, and distribution, banks know to call Dealogic. More than 200 of the world's leading banks use the Dealogic platform for predictive analytics and access to comprehensive capital markets content.

From client targeting and origination screening, to wallet share analysis, deal-level analytics, and holdings content, ECM Manager provides the best framework to manage your business.

## If you want to:

 <p>Better understand the addressable market and benchmark against peers</p>	 <p>Use intelligent targeting to uncover fee-generating opportunities</p>	 <p>Distribute more effectively by integrating proprietary investor data</p>
 <p>Measure success and highlight business performance</p>	 <p>Increase connectivity with mobile access to analysis and reports, and deal execution data</p>	 <p>Analyze share of wallet that is aligned to your proprietary classifications</p>

## ECM Manager is the answer.

### Trusted Content and Fee Model

Global ECM coverage since 1993 that includes IPOs, accelerated bookbuilds, bought deals, rights issues and other entitlement offerings, plus convertible and exchangeable bonds.

The industry standard Dealogic proprietary fee model provides directional accuracy on primary market ECM fees. It is used by top global banks and all of the top-ranked analysts covering those banks.

### Trusted Partner

Dealogic understands what clients need and how to satisfy their requirements, working in close partnership through:

- Sharing best practices
- Effective client planning
- Actionable reporting and workshops
- Secondment of staff to work in-house with clients

