

WEDBUSH DecisionMetrics

Survey
Design
Analysis
Intelligence

Intelligence-On-Demand

Providing timely, primary market research data that you need for actionable and informed investment and management decisions.

"Decision Metrics has given us the ability to target very specific demographic segments to collect timely data about the key drivers of demand among competitive products in markets we cover. We have benefited greatly from making more informed investment decisions based on accurate market forecasts."

– Portfolio Manager,
Major US Investment Firm

Wedbush Decision Metrics

Delivering customized, quantitative, survey-based research to facilitate analysis of products and industries. Giving our clients access to specific target audiences, enabling them to answer pressing questions, on-demand. We serve leading institutional investment, venture capital, private equity, and corporate entities, providing real-time knowledge and insights in the healthcare, technology, and consumer industries.

Changing the Primary Market Research Landscape

With Decision Metrics, Wedbush Securities brings a unique, full-service, survey-research product to the investment community. As an independent research provider, Decision Metrics is focused on helping clients design insightful questions to efficiently collect information from the most relevant audiences. We provide access to our panel of healthcare professionals, technology specialists, and targeted consumer segments, empowering our clients with precise answers to specific questions. Actionable results are delivered via innovative interactive reporting and analyst recommendations.



"Receiving feedback directly from specialized physicians via Decision Metrics has enabled us to assess new product demand and define the most important new product attributes. This critical data has allowed us to make decisions earlier in the design cycle, before large-scale investment must be committed."

– Partner,
Leading Venture Capital Firm

Using Decision Metrics you can benefit from:

Efficiency – Quickly define your research objectives, design, and execute a study

Access – Survey hard-to-reach, low-incidence groups

Insights – Receive key data, analytics and interpretation for decision-making

Trust – Assured that your data and study results are treated with confidentiality

Experience – Leverage the sector and market research expertise of our analysts

For more information contact:

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WEDBUSH

NASD Compliance Disclosure: (i) testimonials may not be representative of the experience of other clients, (ii) testimonials are no guarantee of future success.