

Tell Your Users
WHY The Market
Is Moving.


Real-Time Equity
and Macro Insight
Streams

Enhance User Experiences with intelligent market insights on your platform.

Comprehensive explanations of asset price movement, summarized by generative AI and delivered via API stream


Granular equity insights and **broad macro summaries** available

A new way to read the market — All signal, no noise. All in real time.

Macro Overview 

October 10 3:30PM ET

“The Biden administration's announcement regarding winners of \$7 billion regional hydrogen hub grants could drive investment in clean energy stocks, while AMD's acquisition of AI software startup Nod.AI reflects competition within the tech industry.”

ETF Insight 

UNITED STATES OIL FUND LP ETF (USO) Sep 1 9:40AM ET

“USO, the Crude Oil sector ETF, has risen 1.5%. This is due to Russia's decision to extend their oil supply reduction until Dec 2024 and Saudi Arabia's plan for a voluntary cut of 1 million barrels/day until Dec 2023.”

Equity Insight 

PGT INNOVATIONS INC (PGTI) October 9, 6:50PM ET

“PGT Innovations Inc's stock has surged after rejecting a \$1.9 billion acquisition offer, indicating confidence in their current position and future growth potential.”

Engage Audiences with Timely, Valuable Insights

Quote pages and news feeds on leading financial platforms often contain stale, incomplete content that do not tell users what is happening at the moment.

MarketReader continually tracks price movements, identifies their drivers, and delivers real-time summaries. So your platform will always have the latest information that users want.

Know What's Moving. Understand **Why.**

MarketReader helps all types of investors understand the market by explaining unusual asset movement in real time.

Using a suite of proprietary technology and generative AI tools, MarketReader delivers simple, concise summaries of the drivers behind important market moves as they happen.

Supercharge Your Products and Services

Deliver more useful, efficient user experiences by integrating MarketReader Equity and Macro insights into your platform or service.

Users of financial products are looking for the latest market information in a simple, easy to digest format.

Built for speed and flexibility, MarketReader can integrate with existing platforms via API to build custom, enhanced dashboards, news feeds, reports, streams, or more. MarketReader delivers crucial market intelligence fast and first to increase client engagement and drive your business.



**Enhanced
Dashboards**



**Signal-Only
News Feeds**



**Intelligent
Alerts**



**Bespoke Client
Reports**



**Next-Gen
Trading Models**

Rigorous Analysis, Clear Language

MarketReader applies institutional-grade structural analysis and financial modeling to give users a deeper level of insight into what is happening in the market than ever before. And, using ChatGPT, it's presented in plain language that all investors can understand.

With MarketReader, enterprises can enhance the user experience by providing timely, thorough and easily digestible explanations of volatility across 11,000 US-listed equity assets.

Delivery via API or Websocket

MarketReader Equity and Macro Insight Streams are newsfeeds providing text-based summaries of why assets are moving. They can be ingested into client systems either via API access for quantitative or wholesale users or white labeling/iFrame access for exchanges, brokerages, or advisory platforms. Real-time websocket streaming is available.

Professional-Grade Structural Analysis

MarketReader uses **novel, high-frequency technology** to continually deliver **multi-dimensional explanations of price action** in the daily space (since previous close). The feed updates continuously during the day for always up-to-date color.

The below example—and thousands like it per day—was automatically generated by feeding MarketReader’s high-quality model output into ChatGPT using precise prompt engineering.

What is Moving

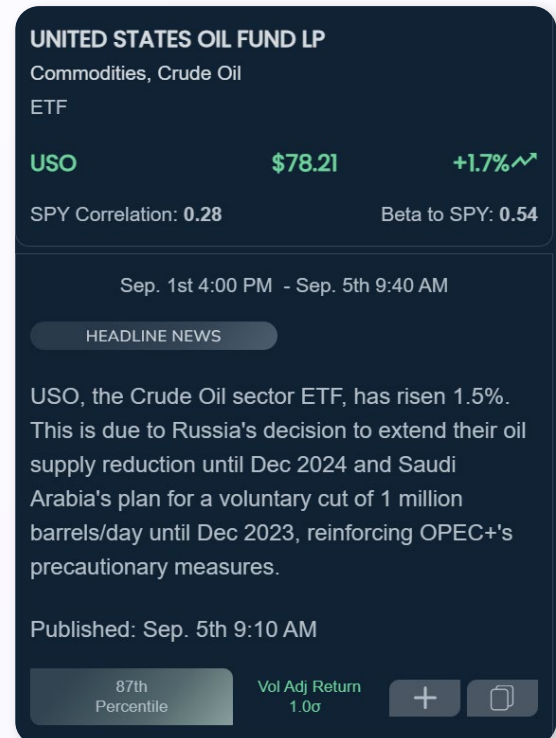
Our state-of-the-art data ingestion and normalization system continually monitors and filters intraday price movement across multiple asset classes.

It then automatically determines what real-time price action is historically significant by comparing new price moves to a unique baseline established for each individual asset.

Why it’s Moving

A suite of specialized, AI-based models simultaneously gathers and processes data to return the most plausible explanation for each significant price movement.

This unique, agile system takes a multi-dimensional approach by exploring all potential explanations of a price move across Trade Volume/Price data, Factor Modeling, News/Social Media, and Calendar Events. Together, the models provide a holistic view of price action.



Proprietary Explanatory Models



Trade volume and flow data analysis



Factor modeling correlation data



News and social media analysis



Market events calendars

Not Financial Advice

MarketReader Insights are objective, data-driven explanations of market moves, as they happen. But we draw a firm line between explaining price action and predicting future market moves. MarketReader does not provide financial advice, forecasts, or other types of predictions about market moves.

MarketReader provides the best possible real-time snapshot of key market drivers, so that users can make their own decisions, based on world-class information, derived from the highest quality data and models.

For enterprise API solutions, reach out to sales@marketreader.com.