

InvestmentNews

The Leading News Source for Financial Advisers

Tickermine, in case you hadn't heard

If any of your clients have ever expressed a desire to be inundated with data about sales or buying patterns, www.Tickermine.com may be the answer.

The site offers real-time, channel and point-of-sale market data, and could end up being a new stop on the Internet for your clients — or you.

Representatives of the site say there has been a 50% increase in page views in March over February and a 250% increase over December.

At press time, Tickermine had not responded to a request for the actual numbers.

The site uses a proprietary electronic methodology to crawl the web to identify trends, consumer preferences and buying patterns in broad retail, technology and energy categories based on point-of-sale data.

There's a free version of the service that provides select, time-delayed original content, one that provides all original content on a real-time basis along with data that is displayed on Tickermine only (\$100 per month or \$1,100 for a 12-month subscription). A third, more expensive version provides everything from the second option, but data is available in raw format that can be imported into Excel.

For more information, visit www.tickermine.com.