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# S&P Capital IQ Officially Launches Trade Detector

**Company-Specific Research Reports Identify Buy and Sell Signals in S&P 500**

NEW YORK, Feb. 11, 2014 /PRNewswire/ -- S&P Capital IQ announces the official launch of its *Trade Detector* series, which identifies buy and sell signals in the S&P 500. Since its inception in 2013, *Trade Detector* has become one of the most widely read reports by institutional clients on the S&P Capital IQ platform.

*Trade Detector*, created by S&P Capital IQ's Global Markets Intelligence (GMI) team, is part of a series of innovative research and commentary aimed at meeting the changing needs of today's investor.

*Trade Detector* commentary utilizes two proprietary models developed by GMI. Unlike traditional equity research, *Trade Detector* provides investors with both short- and long-term actionable investment ideas. GMI created the single-page format to make the reports accessible to investors with the most demanding of schedules.

The Consensus Price Target Model tracks changes in 12-month forward consensus price targets, but investors can tailor the ideas to fit their own time horizons as price targets change frequently in reaction to market and company-specific events. The Equity One Model utilizes proprietary quantitative strategies that are heavily based on company-specific fundamental selection criteria including S&P Capital IQ data and Standard & Poor's Ratings Services credit ratings.

Together, the two models give investors a clear-cut directional signal and provide an investment rationale. *Trade Detector* takes a holistic view of each company, factoring in earnings forecasts, operating strength, credit quality, and the broader macroeconomic picture.

"*Trade Detector* is a unique innovation in equity research in that it melds the best of both quantitative and fundamental inputs to quickly and efficiently spot the patterns of market behavior and company-specific news that are likely to have a material effect on stock performance," said Jennifer Chiang, Director, GMI.  "We believe it adds tremendous value to our equity research offering."

S&P Capital IQ's Global Markets Intelligence is an innovation incubator charged with leveraging S&P Capital IQ's best-in-class data and research to improve investor-level transparency and market insight.

**About S&P Capital IQ**

S&P Capital IQ, a part of McGraw Hill Financial (NYSE:MHFI), is a leading provider of multi-asset class and real time data, research and analytics to institutional investors, investment and commercial banks, investment advisors and wealth managers, corporations and universities around the world. S&P Capital IQ provides a broad suite of capabilities designed to help track performance, generate alpha, and identify new trading and investment ideas, and perform risk analysis and mitigation strategies. Through leading desktop solutions such as the S&P Capital IQ, Global Credit Portal and MarketScope Advisor desktops; enterprise solutions such as S&P Capital IQ Valuations; and research offerings, including Leveraged Commentary & Data, Global Markets Intelligence, and company and funds research, S&P Capital IQ sharpens financial intelligence into the wisdom today's investors need. For more information visit: www.spcapitaliq.com.

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