

The strategic imperative of brand tracking in capital markets

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Executive Summary:



In capital markets, where products and services are often complex, intangible and highly regulated, brand is a critical differentiator. Recent research found that intangible assets, including brand, account for 92% of the total market value of companies in the S&P 500. Whether you are an investment bank, asset manager, trading platform, or market infrastructure provider, your brand shapes how you are perceived by clients and prospects before the conversation begins.

Methodology:

This research is based on responses gathered from 84 institutional financial services firms in Q2 2026. Respondents included global investment banks, exchanges, brokerage firms, asset managers, hedge funds, and fintech providers.

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