

**PENDOMONIUM 2023**

# Using Pendo to Determine Your Product's Direction





# Connor Kamp

Head of Customer Success,  
Nasdaq Dorsey Wright

# Agenda

- Intro to Nasdaq Dorsey Wright
- Why Pendo?
- Evaluating Current UX
- Putting Pendo to Work
- How Is It Working?

# Nasdaq Dorsey Wright

- Investment research and advisory firm
- Founded in 1987, acquired by Nasdaq in 2015
- Client base is financial advisors
- NDW Research Platform is the foundation of our business



# Nasdaq Dorsey Wright

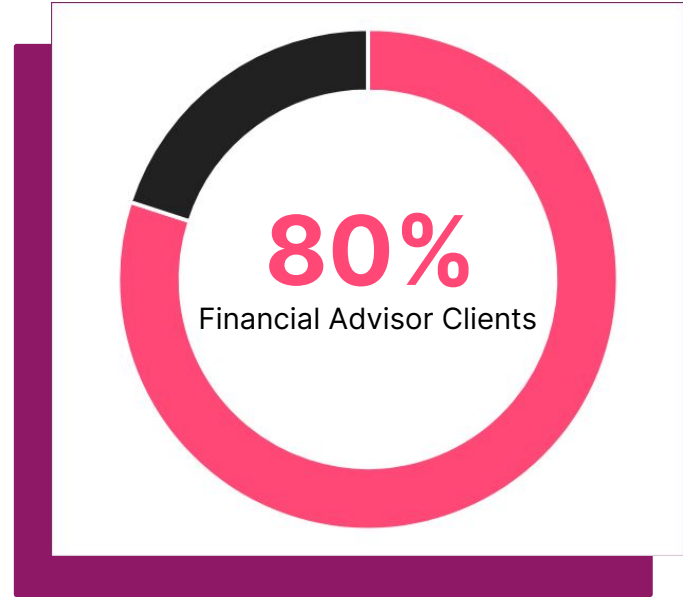
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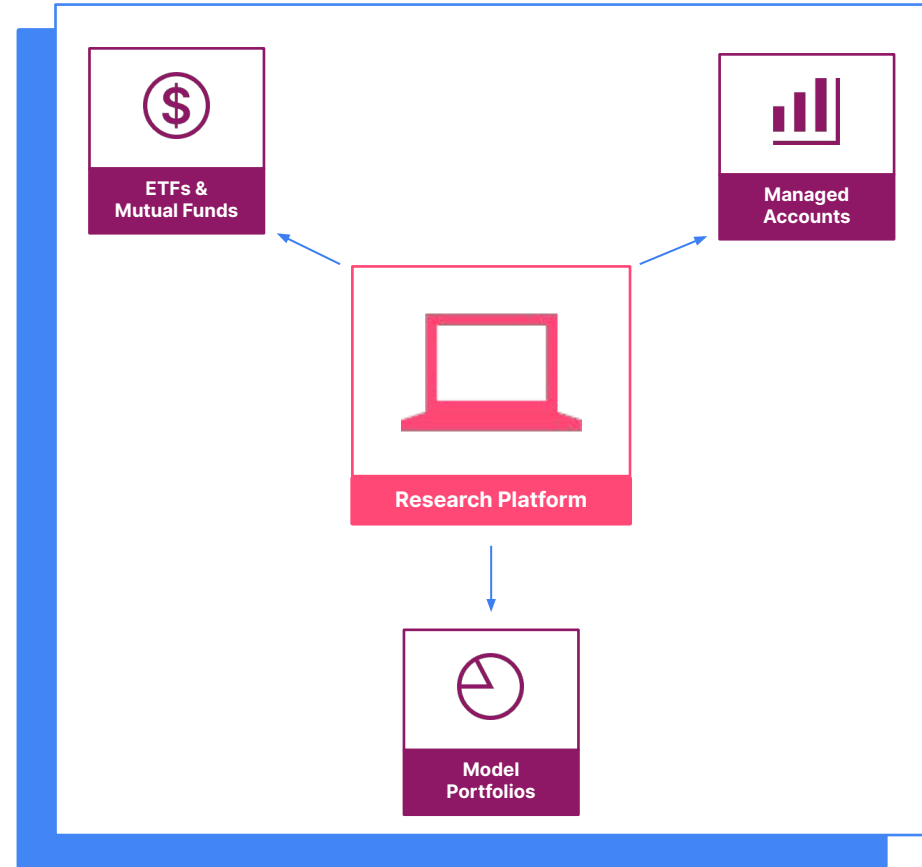
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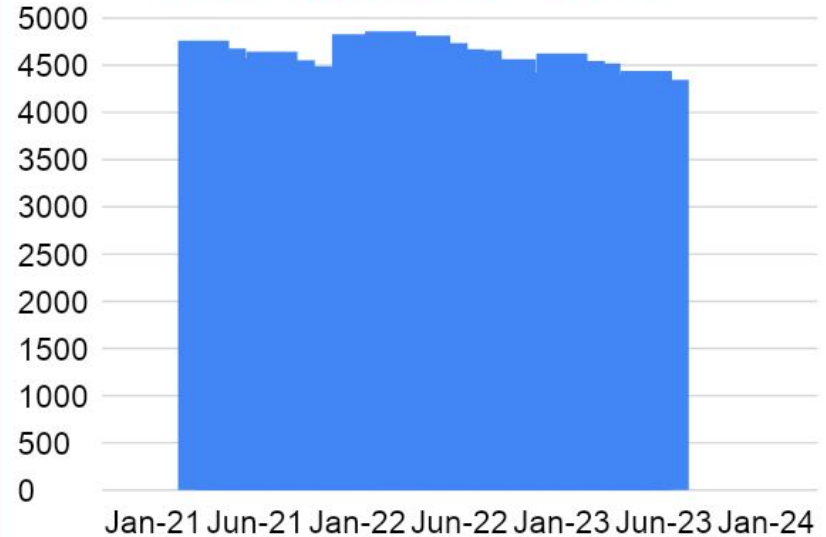


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# NDW Research Platform

- Approximately 4,500 MAUs
- Avid and loyal user base
- Specialized investment methodology
  - Initial barrier to entry
  - Users that clear that hurdle tend to stay long-term

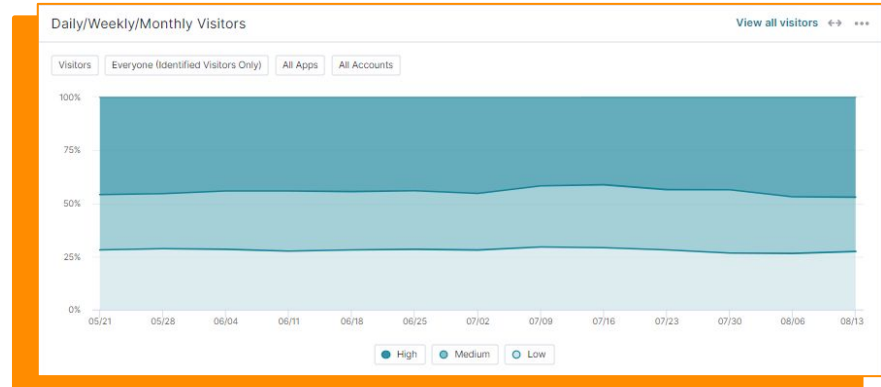
## Monthly Active Users





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**9 Years**

Average User Lifetime



# Why Pendo?

# Life Before Pendo

Last Access	Page Hits
09/19/23	47
11/15/22	120
09/19/23	560
02/18/23	11
09/15/23	230
09/22/23	950
09/06/23	369
09/19/23	755

Total Hits for [REDACTED]: 120

Time Stamp	Page URL
November 15, 2022, 8:01 am	/reports/database/menu/stocktype/1/rpt/73
November 15, 2022, 8:00 am	/reports/database/menu/stocktype/1/rpt/52
November 15, 2022, 7:56 am	/reports/database/menu/stocktype/1/rpt/49
November 15, 2022, 7:56 am	/reports/database/menu
November 15, 2022, 7:56 am	/region/46
November 15, 2022, 7:56 am	/reports/database/menu
November 15, 2022, 7:56 am	/reports/database/menu/stocktype/1/rpt/49
November 15, 2022, 7:56 am	/reports/database/menu
November 15, 2022, 7:56 am	/screener
November 15, 2022, 7:32 am	/api/v2/alerts.custom-rs/get-alerts
November 15, 2022, 7:32 am	/api/v2/activity-alerts/get-alerts
November 15, 2022, 7:32 am	/api/v2/data-alerts/get-alerts
November 15, 2022, 7:32 am	/api/v2/price-alerts/get-alerts
November 15, 2022, 7:32 am	/ajax/consent/check/
November 15, 2022, 7:32 am	/chart/index/trend/LULLU
November 9, 2022, 4:03 pm	/user/preferences
November 9, 2022, 4:02 pm	/user/preferences/index/id/1
November 9, 2022, 4:02 pm	/user/preferences/index/id/1
November 9, 2022, 11:21 am	/api/v2/price-alerts/get-alerts
November 9, 2022, 11:21 am	/api/v2/alerts.custom-rs/get-alerts
November 9, 2022, 11:21 am	/api/v2/data-alerts/get-alerts
November 9, 2022, 11:21 am	/api/v2/activity-alerts/get-alerts
November 9, 2022, 11:20 am	/api/v2/alerts.custom-rs/get-alerts
November 9, 2022, 11:20 am	/api/v2/activity-alerts/get-alerts
November 9, 2022, 11:20 am	/api/v2/data-alerts/get-alerts

- Very limited usage data
- Time-consuming to generate and analyze aggregated reports
- Difficult to decode
- Development resources required for reporting

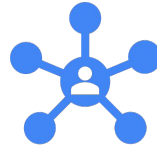
# What Brought Us to Pendo?



New Customer  
Success Focus



Emphasis on  
User Data



Fortunate Timing



# Why Pendo?



Improve our  
knowledge of the  
average user  
experience



Enable in-app  
communication  
with users



Save  
development  
resources





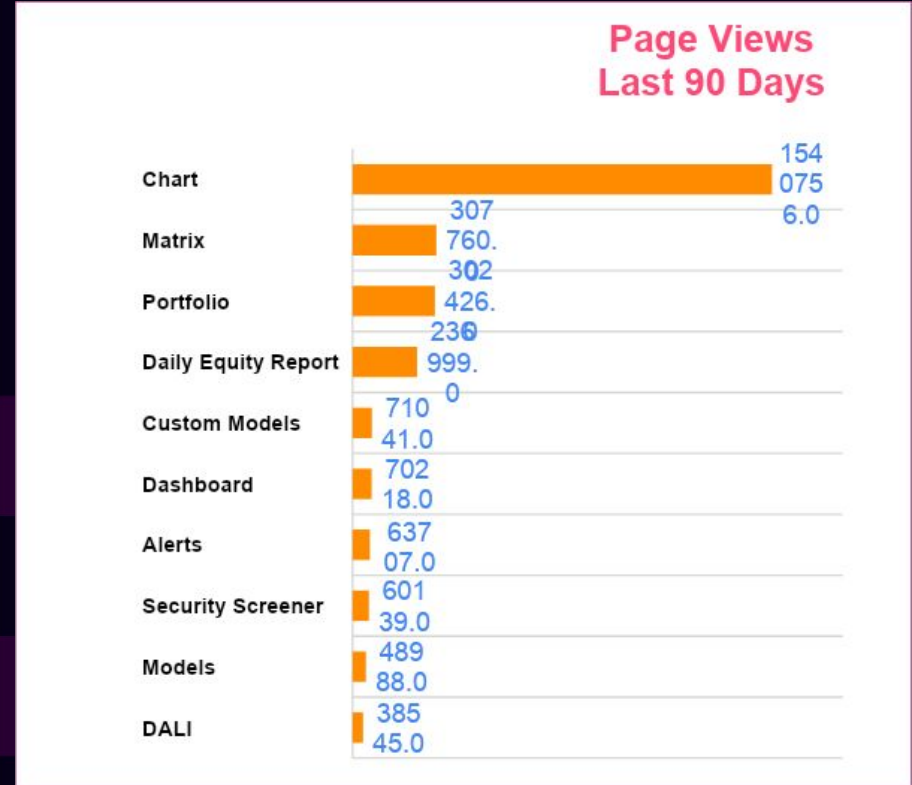


# Evaluating Current UX

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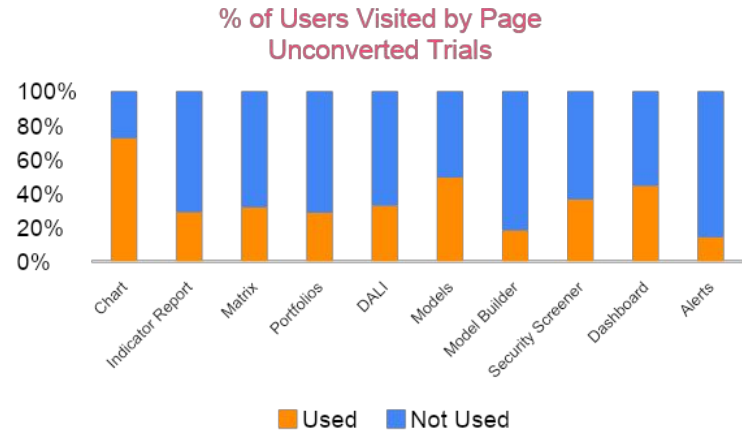
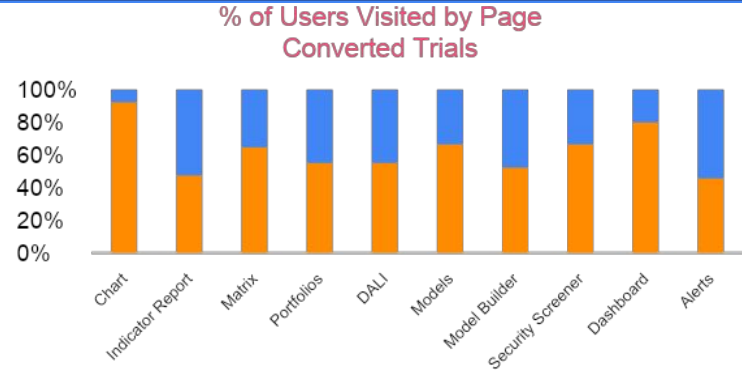


Chart page sees the most traffic  
*by far*



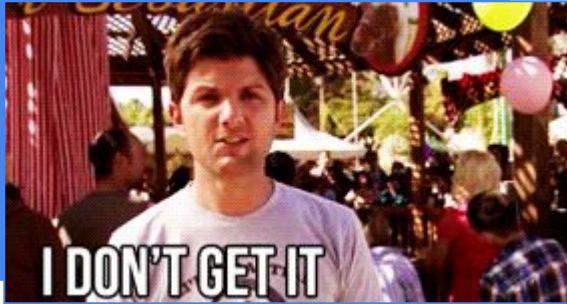
# Evaluating Current UX

Converted trials are far more likely to have used other areas of the platform



# Evaluating Current UX

## New Users



## Existing Users





# Chart UX Upgrade Goals

Bring more value to our most-visited page



Use Chart page to drive traffic to other pages

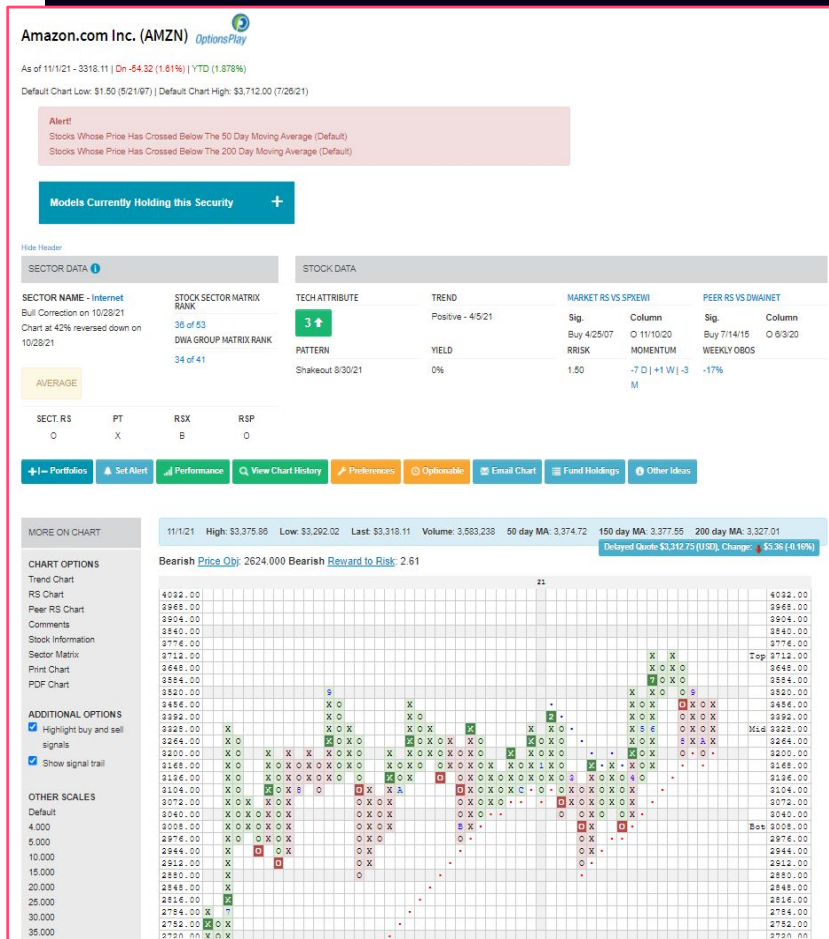


Attract new users without alienating existing users



# The Before

- Lots of wasted space pushing important information down page
- Helpful tools scattered across the page, not organized in thoughtful way
- Value-added information hard to find
- Little for new users to quickly and easily understand





# Putting Pendo to Work

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# Putting Pendo to Work



Incorporate Pendo analytics, guidance, and feedback to develop, communicate, and support product enhancements

# Planning New UX/UI

Identified and contacted top users to ask:

- How do you use the Chart page?
- What features are essential?
- What is currently missing?



Visitors Over 5000 Visitors + Create Visitor Report 📄 🔍

Visitor ID	Page Views for Chart (Nasdaq Dorsey Wri... ↓	Days Active for Chart (Nasdaq Dorsey Wr... ↻	Time On Page (minutes) for Chart (Nasda... ↻
132869		180	35503
25230		153	3017
21532		180	14736
19292		169	12946
15125		132	10020
14075		165	12882
13755		117	4082
13572		154	16162
12944		142	10727
12823		164	10283
12585		119	6246
11892		143	6119
11293		134	5472
11208		170	8008
10775		142	6324
10768		158	11223

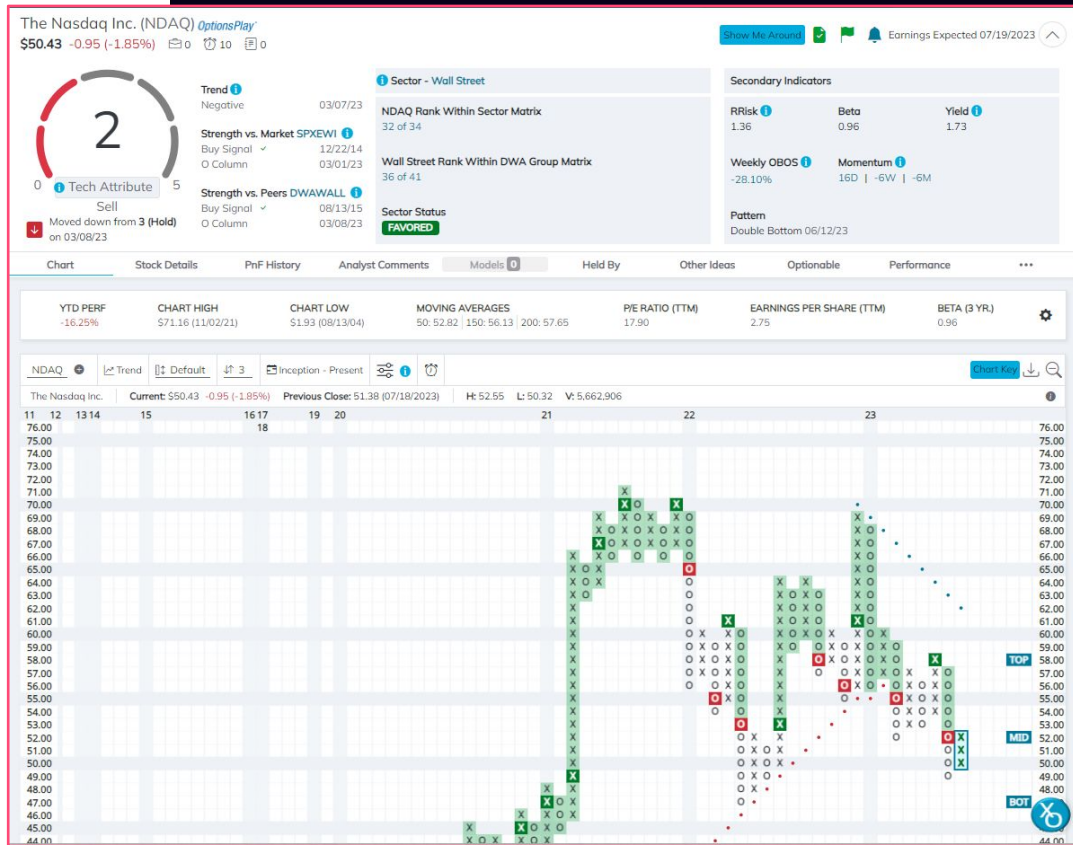
# Planning New UI/UX

Tagged every clickable feature on the page to determine what to emphasize, de-emphasize, or remove



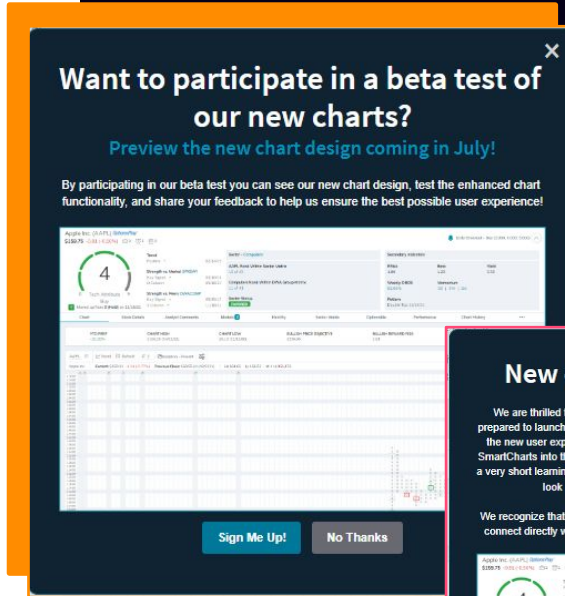
# The After

- Integrated high-value, previously hidden tools directly into page
- Prioritized most heavily-used features
- Added elements to help new user comprehension



# Creating Awareness

Used Pendo to message users in app to drive participation in our beta test and increase awareness of the new Chart launch

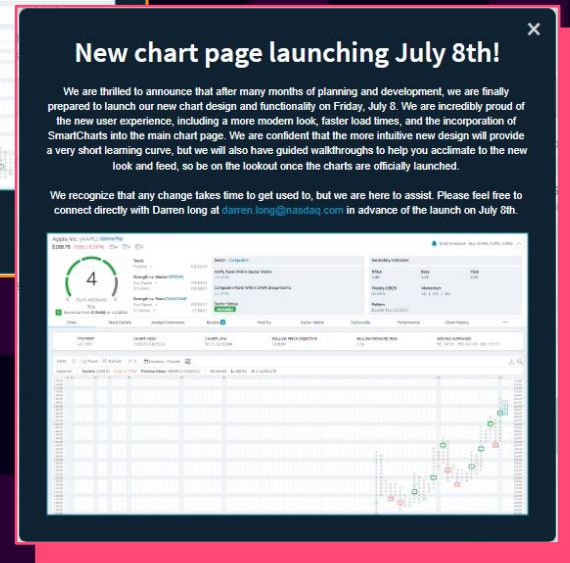


**Want to participate in a beta test of our new charts?**

Preview the new chart design coming in July!

By participating in our beta test you can see our new chart design, test the enhanced chart functionality, and share your feedback to help us ensure the best possible user experience!

**Sign Me Up!** **No Thanks**



**New chart page launching July 8th!**

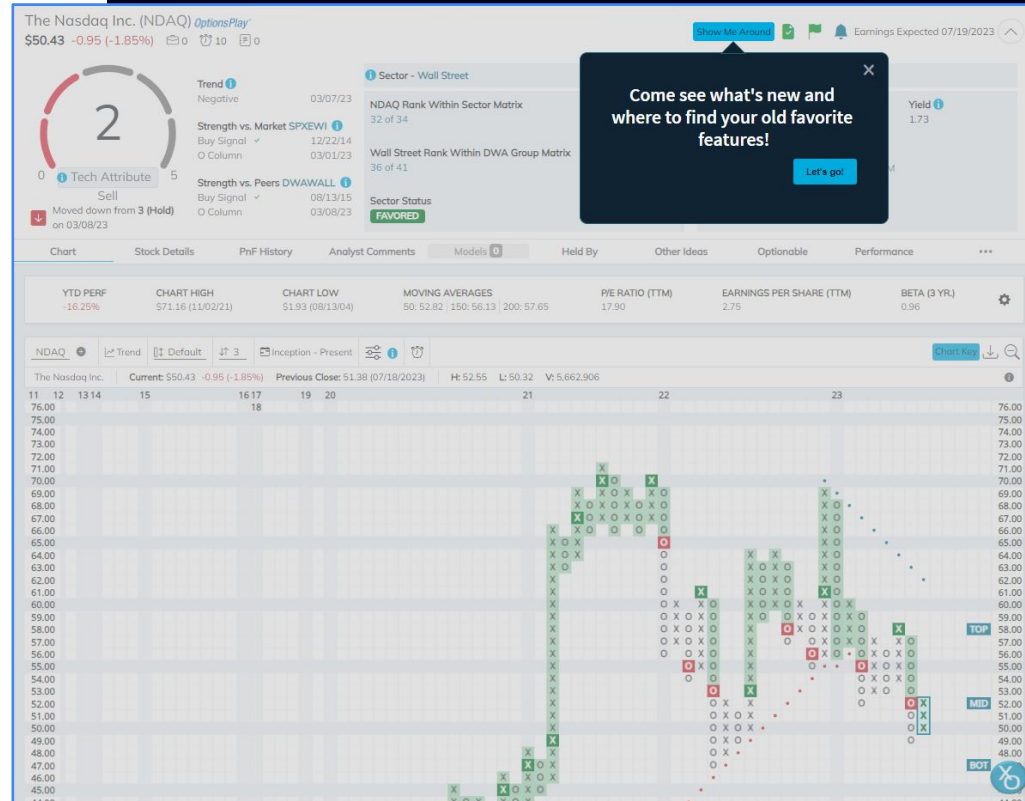
We are thrilled to announce that after many months of planning and development, we are finally prepared to launch our new chart design and functionality on Friday, July 8. We are incredibly proud of the new user experience, including a more modern look, faster load times, and the incorporation of SmartCharts into the main chart page. We are confident that the more intuitive new design will provide a very short learning curve, but we will also have guided walkthroughs to help you acclimate to the new look and feel, so be on the lookout once the charts are officially launched.

We recognize that any change takes time to get used to, but we are here to assist. Please feel free to connect directly with Darren long at [darren.long@masdaq.com](mailto:darren.long@masdaq.com) in advance of the launch on July 8th.

**Sign Me Up!** **No Thanks**

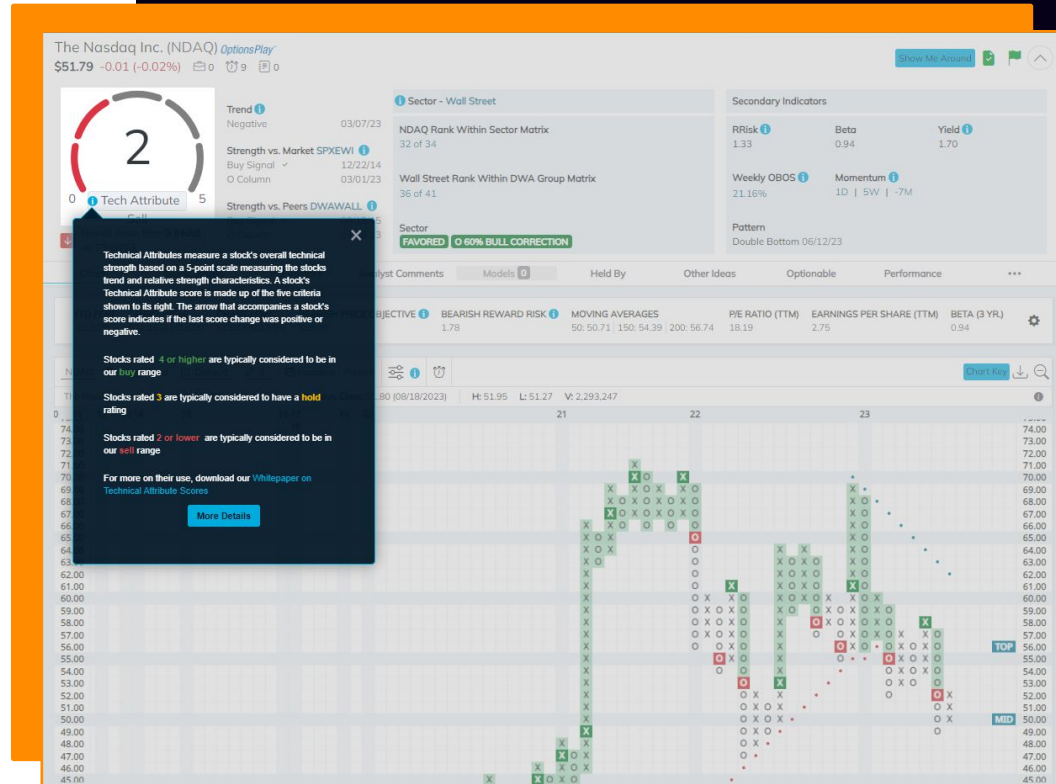
# Educating Users

Created in-app walkthrough using Pendo Guidance to show users where to find existing features and introduce new features.



# Educating Users

Added tool tips across the page to help explain certain features or data points

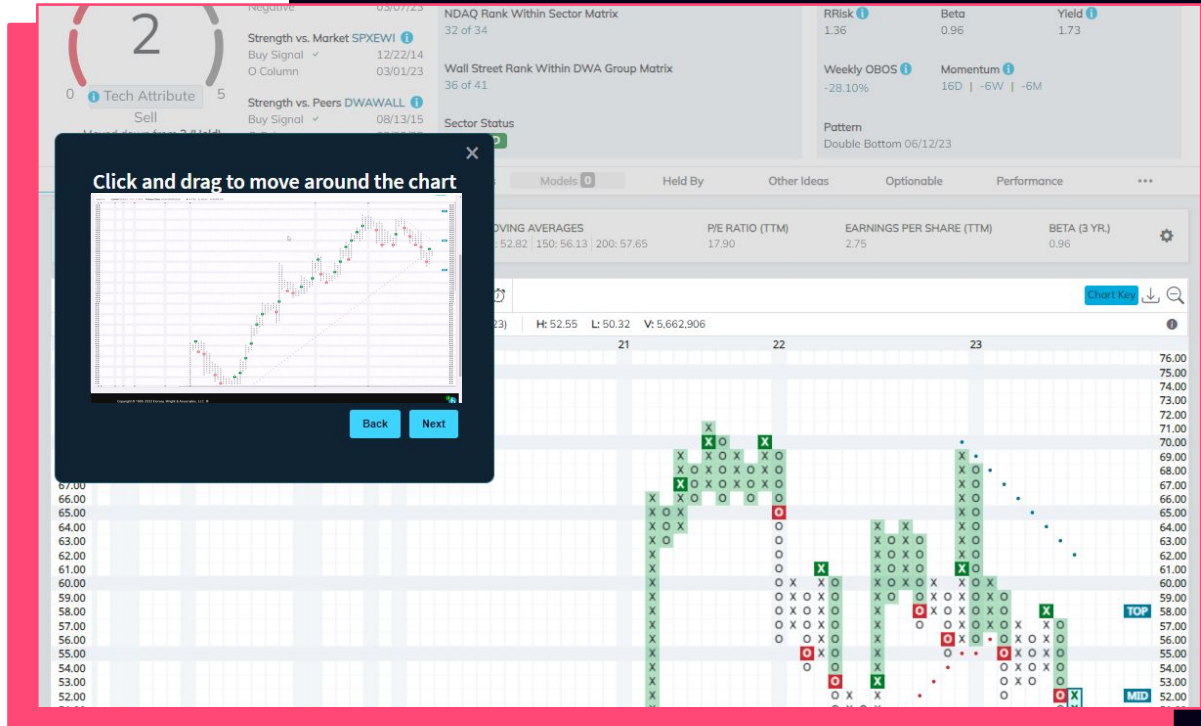




# Educating Users



Used guides to showcase new, interactive features to users





# Fielding Feedback

Installed Pendo Feedback in our Resource Center to field additional requests and suggestions

The screenshot displays a financial dashboard for The Nasdaq Inc. (NDAQ) with a Pendo feedback overlay. The dashboard includes a stock price of \$50.43 (-0.95, -1.85%), a trend indicator showing a negative trend, and various secondary indicators such as RRisk, Beta, and Yield. A 'Share Your Feedback' modal is open, prompting the user to submit a request and provide details about their problem or request.

**The Nasdaq Inc. (NDAQ) OptionsPlay**  
\$50.43 -0.95 (-1.85%)

**Trend**  
Negative 03/07/23

**Strength vs. Market SPXEWI**  
Buy Signal 12/22/14  
O Column 03/01/23

**Strength vs. Peers DWAWALL**  
Buy Signal 09/13/15  
O Column 03/08/23

**Sector - Wall Street**  
NDAQ Rank Within Sector Matrix: 32 of 34  
Wall Street Rank Within DWA Group Matrix: 36 of 41  
Sector Status: **FAVORED**

**Secondary Indicators**  
RRisk: 1.36, Beta: 0.96, Yield: 1.73  
Weekly OBOS: -28.10%, Momentum: 16D | -6W | -6M  
Pattern: Double Bottom 06/12/23

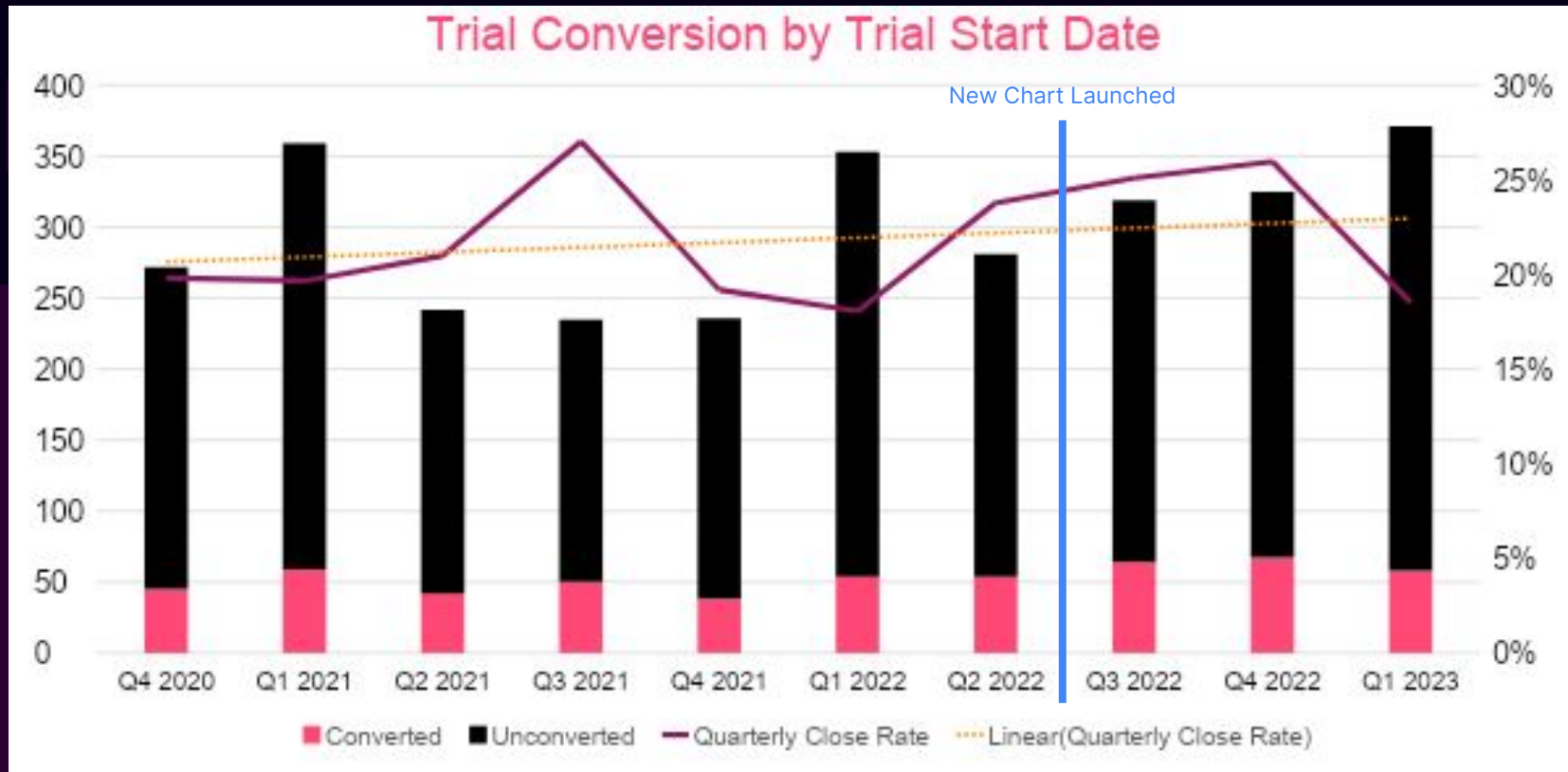
**YTD PERF**: -16.25%  
**CHART HIGH**: \$71.16 (11/02/21)  
**CHART LOW**: \$1.93 (08/13/04)  
**MOVING AVERAGES**: 50: 52.82, 150: 56.13, 200: 57.65  
**P/E RATIO (TTM)**: 17.90  
**EARNINGS PER SHARE (TTM)**: 2.75  
**BETA (3 YR.)**: 0.96

**Share Your Feedback**  
Submit a request [Open in Portal](#)  
What is your problem or request?  
  
The feedback portal is intended for sharing product enhancement ideas. For technical support, data issues, or questions for our analyst team please contact [dwa@dorseywright.com](mailto:dwa@dorseywright.com)  
What are you trying to achieve?



# How is it Working?

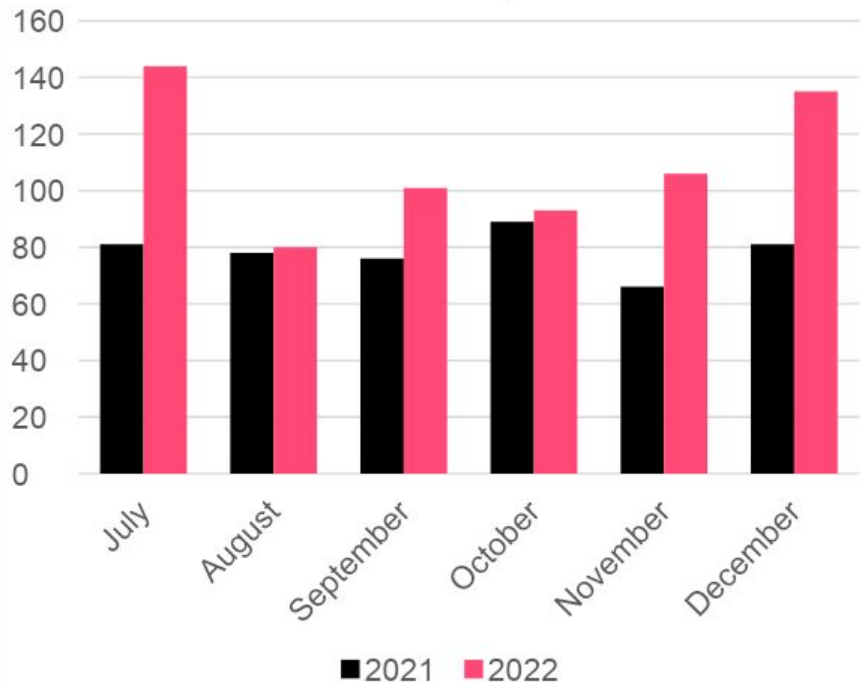
# We're attracting and converting more trials!



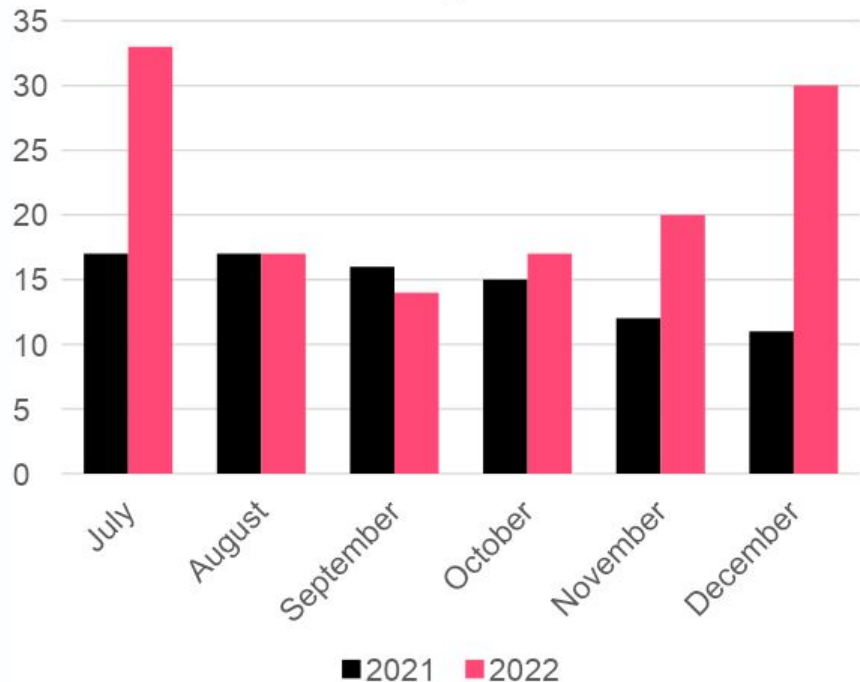
# We're attracting and converting more trials!



### Trials Started by Month



### Trials Converted by Trial Start Date



# Our users are happier!



NPS

New Chart  
Launched



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# We're winning chart users over!



Usage by NPS Promoters & Detractors Q2 2022



Usage by NPS Promoters & Detractors Q1 2023



**Hear it from our users!**



**“Great customer service, reliable product, continued enhancements have added value.”**

**Hear it from our users!**



**“After 31 years of paying for this service, I find far more value today than I ever have.”**



Hear it from our users!



“I've been a subscriber since the 1990s, it is the foundation to why I've outperformed over time. The service has lots of features, and **it's improved regularly.**”

Hear it from our users!



**“New user features are always being added to make the system better!”**

# Hear it from our users!



“It is a tool I could not be without.  
Further, NDW continues to innovate  
and add value. Thank you!”

Hear it from our detractors!



“I have been a subscriber since 1994.  
The service has detreated since the  
Wright and Dorsey sold out.”

# What's Next?



- Product-led growth via new freemium model
- Platform consolidation and process streamlining
  - Analyzing usage data, paths, and funnels to consolidate pages and simplify workflow
- More intelligent guide targeting based on usage patterns
  - Draw on success of trial onboarding guides to assist existing users

# How will we pull it off?



With the tremendous support we know we can count on from the Pendo team.



**THANK YOU GUYS FOR BEING SO SUPPORTIVE.**



# Thank you!

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# PENDO MONIUM 2023