

ZebraMetrics: Alternative Data Signals

Unlocking Alpha through Probability-Weighted Corporate Behavioural Data

Executive Summary

In fast-moving financial markets, gaining early insight into corporate activity provides a significant edge. ZebraMetrics delivers predictive Alt Data by tracking real-time company interactions with proprietary legal and financial content across its owned platforms (ICLG.com and GlobalLegalInsights.com). These interactions reveal corporate intent before disclosures appear in filings or news. Proof of concept testing demonstrates consistent predictive probabilities (0.7–1.0) across sectors such as finance, transportation, mining, retail, energy, and healthcare. These signals actionable inputs for long/short strategies, sector rotation, and risk monitoring.

Introduction

While earnings reports and market news are reactive, ZebraMetrics captures pre-disclosure behavioural signals. By focusing on company engagement with specific topics (such as M&A, litigation, restructuring etc) ZebraMetrics transforms unique data into forward-looking probability signals. This offers predictive insight not available through traditional sentiment or price-based models.

Data Review & Methodology

ZebraMetrics data comes exclusively from its owned content platforms (no scraping, no duplicates). We let you know where and when companies are researching their next moves, before anyone else is aware.

3rd party backtesting of our signals returned consistent probabilities between 0.7–1.0 across sectors, revealing signals of subsequent share price movements. Below are just a few examples of Sectors researching and engaging with specific content (sector/event) and the probability score of their share price going up or down within a defined timeframe (Signal & Horizon)

Proof of Concept: Predictive Signals

Sector/Event	Probability	Signal & Horizon	Example Companies
Technology Distributors – FDI	1.0	Up after 2 months	SoftwareONE Holding AG: Average 2-month post-event price change: 18.7%
Retail – M&A	0.96	Up after 2 months	Mitsubishi Corporation: Average 2-month post-event price change: 8%
Transportation – M&A / Merger Control	0.97	Up after 3 months	Nippon Yusen Kabushiki Kaisha: Average 3-month post-event price change: 8.7%
Energy – PF / Sec / Lending	0.91	Down after 4 months	BP plc: Average 4-month post-event price change: -13.7%
Energy – Real Estate / Construction	0.86	Up after 1 month	Silvercorp Metals Inc: Average 1-month post-event price change: 15.4%
Pharmacy – Comp Litigation	0.90	Up after 2 months	Glaxosmithkline plc: Average 2-month post-event price change: 9.6%
Pharmacy – Litigation & Dispute Resolution	0.81	Down after 4 months	SANOFI SA: Average 4-month post-event price change: -18.1%
Automobile – Merger Control	0.83	Up after 3 months	Ford Motor Co.: Average 3-month post-event price change: 16%
Real Estate – Securitisation	1.0	Up after 2 months	Cushman & Wakefield plc: Average 2-month post-event price change: 23.7%
Consumer Finance – Cybersecurity	0.8	Down after 1 month	Samsung Electronics Co., Ltd.: Average 2-month post-event price change: -6.4%
Apparel / Lux goods – M&A	0.89	Up after 2 months	Nike, Inc.: Average 2-month post-event price change: 15.1%

Predictive Applications

- Long strategies: Capitalise on strong positive signals (e.g., Retail – M&A, Rail Transportation – Mining).
- Short strategies: Hedge downside sectors (e.g., Energy – Lending, Healthcare – Litigation).
- Market neutral: Combine opposing signals for absolute return portfolios.
- Risk management: Monitor litigation, restructuring, or distress signals for portfolio exposure.

Transaction Costs & Implementation

We have data for the last 5 years. Our outputs are available via bespoke dashboard, API, feed, or CSV for seamless integration. High-probability signals (≥ 0.8) minimise false positives and enhance capital efficiency.

Conclusion

ZebraMetrics delivers exclusive, high-certainty predictive signals based on corporate behavioural data. Proof of concept results show predictive probabilities as high as 1.0 across diverse sectors, providing clear alpha opportunities.