

# MRAD

## SmartETFs Advertising & Marketing Technology ETF

### Fund Description

MRAD is actively managed to provide exposure to companies globally that provide support or enable advancements in advertising and marketing technology. Securities are typically equally weighted.

### FactSet Analyst Report

MRAD is a narrow basket of stocks considered best positioned to benefit from the development, production or distribution of programmatic, targeted, and data driven advertising and marketing activities. Advertising includes digital, print, broadcast and out of home media (content sent to consumers when they are out of their home). This also includes the platforms in which ad content is delivered such as social media or streaming services. Marketing technology includes companies that target increasing marketing efficiency, customer tracking or personalization, data security or authentication. Holdings may be of any capitalization and region. Stock selected are based on the fund advisors own fundamental research obtained through company filings and other information. Typically the fund looks to hold 30 securities on an equal-weighted basis.