



June 7, 2017

## WisdomTree Taps IBM Watson and Bluewolf on Advanced Analytics Distribution Enhancement Program

NEW YORK, June 07, 2017 (GLOBE NEWSWIRE) -- WisdomTree Investments, Inc. (NASDAQ:WETF), an exchange-traded fund ("ETF") and exchange-traded product ("ETP") sponsor and asset manager driven by research and technology, today announced a collaboration with IBM's Advanced Analytics practice and global consulting agency Bluewolf, an IBM Company, to develop a cognitive customer-focused lead prioritization system to enhance its distribution efforts. Leveraging IBM Watson and Cognitive Services within Salesforce, the system is designed to enable WisdomTree sales and marketing teams to optimize outreach to its potential investor base.

WisdomTree will be incorporating IBM Cognitive technologies and Watson Personality Insights API to evaluate data across structured and unstructured sources, such as historical investment data, market data and investor activity history, extracting behavioral insights that can help WisdomTree serve and expand its investor base and improve its sales and marketing effectiveness.

Augmented Intelligence (AI) is quickly becoming the market differentiator for businesses that use data to their competitive advantage. And yet, [Bluewolf's The State of Salesforce Report](#) found that only 10 percent of financial services companies globally see their data quality as a competitive advantage. With AI, the top-performing companies can complement human expertise by translating massive collections of data into intuitive employee and customer experiences.

Kurt MacAlpine, WisdomTree Executive Vice President and Head of Global Distribution said, "We are thrilled to work with IBM's Advanced Analytics practice and Bluewolf to bring their leading analytics capabilities to our global distribution business. The analytics engine that we are building will put us at the forefront of the industry and better position us to serve our investors and prospects."

"How companies use their data to provide a valuable customer experience is becoming increasingly important in today's competitive environment," said Eric Berridge, CEO, of Bluewolf, an IBM Company. "We look forward to supporting WisdomTree with cognitive technologies on this groundbreaking initiative in asset management."

### About WisdomTree

WisdomTree Investments, Inc., through its subsidiaries in the U.S., Europe, Japan and Canada (collectively, "WisdomTree"), is an exchange-traded fund ("ETF") and exchange-traded product ("ETP") sponsor and asset manager headquartered in New York. WisdomTree offers investment strategies covering equities, fixed income, currencies, commodities and alternative strategies. WisdomTree currently has approximately \$45.0 billion in assets under management globally. For more information, visit our Investor Relations [website](#).

WisdomTree® is the marketing name for WisdomTree Investments, Inc. and its subsidiaries worldwide.

### About Bluewolf

Bluewolf, an IBM Company, is the global Salesforce consulting agency committed to creating customer and employee experiences that drive a return on innovation. We enable companies of any size and industry to deliver deeper, personalized customer moments with Augmented Intelligence (AI) as a competitive advantage—now. Using our patented project delivery solution, Bluewolf Sightline™, we reduce deployment time and get results faster with less risk for customers worldwide, such as T-Mobile, Mercedes-Benz, and AmerisourceBergen. [www.bluewolf.com](http://www.bluewolf.com).

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