

LikeFolio Case Study: Custom Research

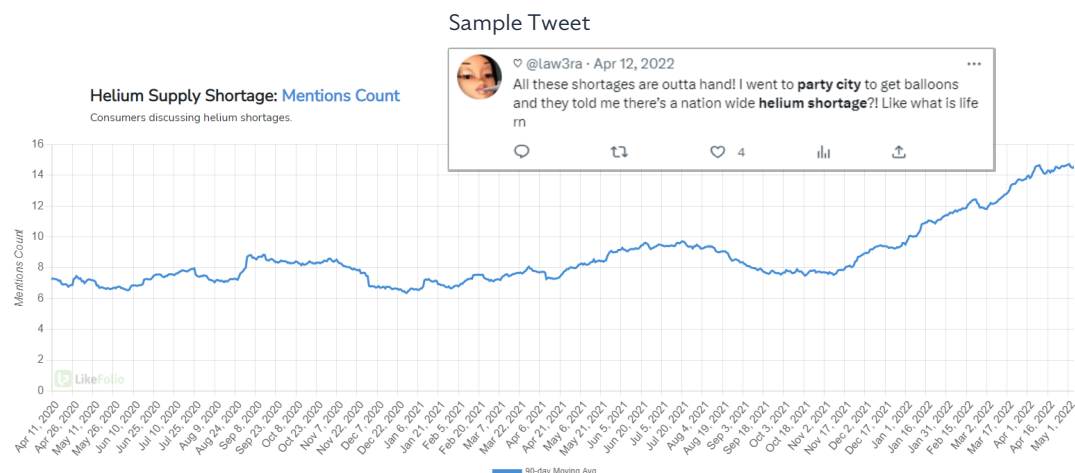
Client: Hedge Fund

Objective: Understand ramifications of helium shortage on company of interest:
"We are looking into Party City (PRTY) and they are running into helium supply issues. Could you run a screen for complaints regarding helium shortages?"

Likefolio Delivers

Real-time Trend Tracking, Company Tracking

Macro Trend Study Reveals: Helium Shortage is real and lasting...a big problem for Party City.



Research turnaround time: 1 day

Actionable Insight Leads to Positive Trading Result

9 Months Later:

Party City declares bankruptcy; shares shed more than -90% in value YoY.



CNN: "The company also had to contend with rising costs during the pandemic and a helium shortage, which hurt balloon sales. Balloons are a 'focal point of our growth strategy and are a key driver of our differentiated brand experience,' the company said in a regulatory filing."

Take Advantage of the LikeFolio Edge with On-Demand Research

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