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May 01, 2020

Facebook, Inc. (FB)

$204.71 (As of 04/30/20)

Price Target (6-12 Months): **$215.00**

Long Term: 6-12 Months	**Zacks Recommendation:** (Since: 04/04/19) Prior Recommendation: Underperform	**Neutral**
Short Term: 1-3 Months	**Zacks Rank:** (1-5)	**3-Hold**
	Zacks Style Scores:	VGM:B
	Value: D | Growth: A | Momentum: C	

Summary

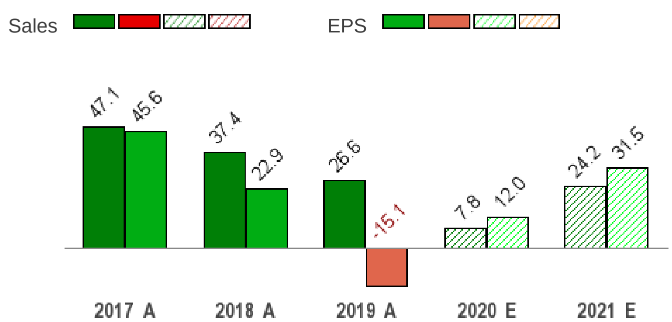
Facebook's first-quarter 2020 results were driven by steady user growth across all regions. Ad revenues benefited from a sturdy uptrend in gaming and relative stability in technology and e-commerce, partially offset by massive declines in travel and auto. This downside continues in the second quarter as well. Management also stated that ad revenues showed signs of stability in the first three weeks of April. However, trends reflect weakness across the company's all user geographies due to coronavirus-related lockdowns. The company didn't provide any specific revenue guidance for the second quarter of 2020 as well as the full year. However, higher operating expense is expected to hurt the operating margin in 2020 due to sluggish revenue growth. Shares have outperformed the industry on a year-to-date basis.

Price, Consensus & Surprise

Data Overview

52 Week High-Low	**$224.20 - $137.10**
20 Day Average Volume (sh)	**25,057,234**
Market Cap	**$583.5 B**
YTD Price Change	**-0.3%**
Beta	**1.16**
Dividend / Div Yld	**$0.00 / 0.0%**
Industry	**Internet - Services**
Zacks Industry Rank	**Top 19% (47 out of 253)**
Last EPS Surprise	**-1.2%**
Last Sales Surprise	**2.6%**
EPS F1 Est- 4 week change	**-7.8%**
Expected Report Date	**07/22/2020**
Earnings ESP	**3.7%**
P/E TTM	**28.0**
P/E F1	**28.4**
PEG F1	**1.4**
P/S TTM	**8.0**

Sales and EPS Growth Rates (Y/Y %)



Sales Estimates (millions of $)

	Q1	Q2	Q3	Q4	Annual*
2021	21,024 E	23,170 E	23,871 E	27,722 E	94,675 E
2020	17,737 A	16,830 E	18,519 E	23,320 E	76,235 E
2019	15,077 A	16,886 A	17,652 A	21,082 A	70,697 A

EPS Estimates

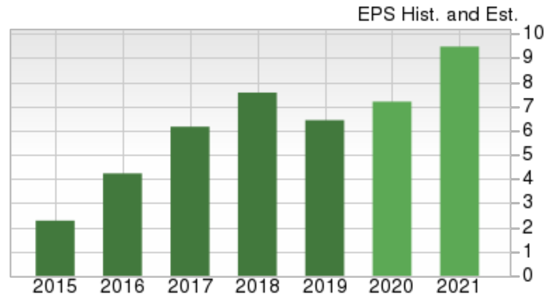
	Q1	Q2	Q3	Q4	Annual*
2021	$1.95 E	$1.98 E	$2.23 E	$3.02 E	$9.47 E
2020	$1.71 A	$1.48 E	$1.73 E	$2.44 E	$7.20 E
2019	$0.85 A	$0.91 A	$2.12 A	$2.56 A	$6.43 A

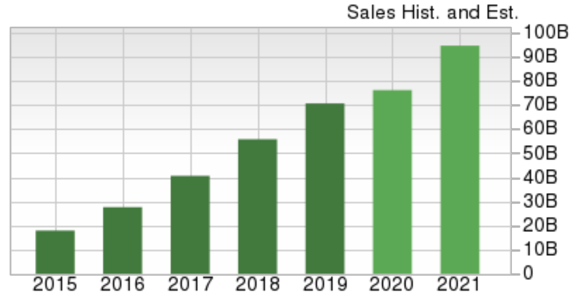
*Quarterly figures may not add up to annual.

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 04/30/2020. The reports text is as of 05/01/2020.

Overview

Facebook Inc. is the world's largest social media platform. The company's portfolio offering evolved from a single Facebook app to multiple apps like photo and video sharing app Instagram and WhatsApp messaging app owing to acquisitions. Along with in-house developed Messenger, these apps now form Facebook's family of products used by almost 3 billion people on a monthly basis as of Mar 31, 2020.





Facebook uses metrics like daily active users (DAUs) and monthly active users (MAUs) to measure its user base. As of Mar 31, 2020, DAUs and MAUs were 1.734 billion and 2.603 billion, respectively. Newly introduced metric, which is the family daily active people (DAP) that measures daily users of its family of products, was 2.36 billion.

Headquartered in Menlo Park, CA, Facebook generated revenues worth $70.70 billion in 2019. Advertisement accounted for 98.5% of revenues. Marketers buy ads that can appear on multiple platforms including Facebook, Instagram, Messenger and third-party applications and websites.

Facebook, thanks to its huge user base gained a significant market share in the advertising space wherein it faces tough competition from Google, Twitter, Amazon and Snapchat-parent Snap.

Facebook also faces significant competition from the likes of Apple (messaging), YouTube (advertising and video), Bytedance (social media) and Tencent (messaging and social media).

Facebook core app enables people to connect, share, discover and communicate with one other on mobile devices and personal computers. User engagement on core Facebook platform is fostered by News Feed that displays an algorithmically-ranked series of stories and advertisements customized for each user.

Instagram is a community for sharing photos, videos and messages, enabling people to discover interests that they care about. People can express themselves through photos, videos and private messaging via Instagram Feed and Stories.

Messenger helps people to connect with friends, family, groups and businesses across platforms and devices. WhatsApp is a simple, reliable and secure messaging application, used by people and businesses around the world to communicate in a private way.

Facebook also offers virtual reality (VR) products through its Oculus division.

Reasons To Buy:

> Facebook benefits from increasing mobile ad revenues, growing adoption of Stories by advertisers across Instagram, core Facebook app and Messenger, and initiatives to improve security.

- ▲ Facebook continues to witness significant traction in online and mobile advertising spending. The company intends to capture the opportunity presented by ever-increasing video viewing on social media platforms. Online video is the most lucrative component of digital advertising. As video ads generate more revenues than its photo and text-based substitutes, Facebook is trying to incorporate more and more video-oriented content to bring in more ad dollars. The company launched Watch, a dedicated tab for video viewing, to achieve its goal.

- ▲ Instagram has emerged as an important cash cow for Facebook after introducing its ad platform to worldwide advertisers. To attract more advertisers (over 3 million and counting), Facebook has unveiled tools to promote posts and evaluate business performance directly on Instagram. Moreover, the Facebook is also looking for ways to monetize Instagram Stories, and adding the Checkout feature to the platform is a step toward that direction. The feature allows Instagram users to browse and purchase products from 23 top brands in the United States, all within Facebook's app. Further, solid adoption of the Explore tab, which is used by more than 50% of Instagram users every month, increases the platform's monetization opportunities. Recently, the company started placing ads on the Explore tab that is expected to drive the top line.

- ▲ Messenger and WhatsApp are the other extremely prized possessions. Facebook is aggressively working on monetizing the opportunities presented by its subsidiaries. The company is pretty excited as it opened the Messenger app, which has more than 1 billion users, to developers for creating chatbots that would enable businesses to extend customer service and other transactions. Facebook is rewriting the app from scratch to make it the fastest and most secure major messaging platform in the world. It is also working to bring end-to-end encryption and ephemerality to boost user experience.

- ▲ Ephemerality and end-to-end encryption are also driving popularity of WhatsApp. Per the company, WhatsApp Status is the most popular ephemeral Stories product in the world. Facebook continues to promote WhatsApp business as a private way of interaction between businesses and customers. Rapid adoption of WhatsApp Business by small and mid-sized businesses is noteworthy. The company is building new tools like product catalogs that entrepreneurs can use for free to attract prospective customers. Moreover, increased communication enhances chances of Facebook penetrating the lucrative payments market. The company continues to test the payments feature on WhatsApp in India and intend to launch the same in other countries soon.

- ▲ Oculus is the result of the company's ambitious augmented reality/virtual reality (AR/VR) efforts. Facebook is investing heavily to develop VR content ecosystem. Launch of VR headset, Rift and Oculus Quest, its first all-in-one headset with no wires and full freedom of movement are a step forward to that goal. AR/VR technology is fast emerging as a lucrative business opportunity. Plus, Facebook said it will be spending over $3 billion in the next 10 years on VR.

- ▲ Facebook is considered to have pioneered the concept of social networking, which is why it enjoys a first mover's advantage in this market. However, as developed regions mature, Facebook has taken measures to drive penetration in emerging markets of South East Asia, Latin America and Africa. Of all places, India deserves special mention in terms of user growth. The world's second largest populated country offers tremendous potential for the company. With China off the radar, India can prove to be a terrific growth engine for Facebook. This is primarily due to a burgeoning well-educated middle class, increasing spending power and rapid adoption of smartphones in the country. Facebook's investment in with Reliance Jio is a step towards gaining significant footprint in the country.

- ▲ Facebook has a strong balance sheet and generates significant cash flow, which makes it an attractive stock for investors. As of Mar 31, 2020, cash & cash equivalents and marketable securities were $60.29 billion compared with $54.86 billion as of Dec 31, 2019. Moreover, free cash flow surged 37.4% year over year to $7.34 billion in first-quarter 2020. The company continues to invest in developing its platform and products. We believe that its ability to generate strong cash flows will help it to make further investments in product development and acquisitions in the future.

Reasons To Sell:

> Stiff competition for ad dollars, a plethora of controversies over the company’s treatment of user data and increasing regulations related to user privacy are key concerns.

- Facebook maintains a cautious stance on revenue growth due to the coronavirus-related lockdowns. Moreover, the company's focus on Stories, which generates lower revenues than News Feed, is expected to hurt top-line growth, at least in the near term. Further, as the company continues to ramp up investments on products (Video, AR/VR and AI) as well as security, costs are already on the rise. Facebook is already on a hiring spree, especially engineers and people involved in maintaining safety and security. This is expected to hurt profitability.

- Facebook currently faces stiff competition from other big and small social media players. Although the company has started distributing ads on other websites, we believe that Google continues to have a significant competitive edge, owing to its scale and diversified product offerings. YouTube, Snapchat and Pinterest offer tough competition as far as user growth is concerned. Moreover, Amazon’s ad business is growing rapidly. Intensifying competition for ad dollar is a major concern for the company.

- As Facebook hosts a huge amount of personal data, it has been under constant scrutiny from privacy groups and federal agencies. This huge database is its primary asset for attracting advertisers. As a result, the company has been criticized for allegedly selling personal data to advertisers in order to boost its top line. Facebook also finds itself increasingly at loggerheads with authorities across different countries like Israel, who accuse the social media giant of repeatedly failing to co-operate with them on extremely sensitive matters. Notably, CEO Mark Zuckerberg was summoned by the Congress to testify the post the data scandal involving data analytics firm Cambridge Analytica, which gained inappropriate access data of more than 87 million Facebook users. The data fiasco sparked broader concerns about data privacy and security which led to increased scrutiny over data security and a relatively heavy regulatory pressure from all corners.

- Moreover, Facebook is facing increased legal woes. Although it successfully settled the FTC inquiry, it paid a penalty of $5 billion. Notably, the company is being investigated by International Trade Commission (ITC) for violation of antirust principles. Moreover, it is also facing antitrust investigation from FTC. Additionally, Facebook’s attempts to successfully self-regulate itself were also put under the scanner by Bits of Freedom, a Dutch digital rights organization, which claimed that it has failed to prevent political meddling. Furthermore, the company received significant backlash post the announcement of blockchain-based cryptocurrency, Libra, on Jun 18, 2019. These are major concerns for the company, at least in the near term.

- Although Facebook has significant growth opportunities in the emerging countries of South-East Asia and Africa, low internet penetration in these regions may negatively affect its expansion. Further, while the company can be accessed from Hong Kong, its usage has been restricted in mainland China due to excessive government regulations and censorship. This limits its growth opportunities in the Asian region (Facebook’s fastest growing user base in terms of geography). The company is experiencing better growth in international markets than in the U.S. However, ARPU is significantly low in these regions compared with the U.S.

Last Earnings Report

Facebook's Q1 Earnings Lag Estimates, Revenues Soar Y/Y

Quarter Ending	03/2020
Report Date	**Apr 29, 2020**
Sales Surprise	**2.61%**
EPS Surprise	**-1.16%**
Quarterly EPS	**1.71**
Annual EPS (TTM)	**7.30**

Facebook's first-quarter 2020 earnings of $1.71 per share missed the Zacks Consensus Estimate by 1.6% but soared 101.2% year over year.

Revenues of $17.74 billion comfortably surpassed the Zacks Consensus Estimate by 2.6% and also rose 17.6% year over year. At constant currency (cc), the top line improved 19%.

Geographically, the Asia-Pacific was the strongest region as revenues grew 21.4% year over year followed by the United States & Canada's 17.2%, Europe's 16.5% and RoW's 15.8%.

Average Revenue per User (ARPU) growth was highest in the United States & Canada, increasing 13.5% year over year followed by Europe's 11.4%. ARPU in the Asia-Pacific and RoW grew 10.1% and 5.3%, respectively. Worldwide ARPU rose 8.3% to $6.95.

Facebook's first-quarter results were better-than-anticipated. Despite a steep decline in advertising revenues in the last three weeks of March due to coronavirus pandemic, advertising revenues jumped 17% year over year (19% at cc) to $17.44 billion.

Management stated that ad revenues showed signs of stability in the first three weeks of April. Although the metric is steady on a year-over-year basis, trends reflect weakness across the company's all user geographies due to coronavirus-related lockdowns.

However, Facebook didn't provide any specific revenue guidance for the second quarter of 2020 as well as the full year due to aggravating macro-economic uncertainty related to coronavirus (COVID-19).

User Base Expands in Q1

Monthly active users (MAUs) were 2.603 billion, up 9.6% year over year. Daily Active Users (DAUs) were 1.734 billion, which increased 11% year over year and represented 67% of MAUs.

Family Daily Active People (DAP) defined as a registered and logged-in user who visited at least one of the Family products (Facebook, Instagram, Messenger and/or WhatsApp) on a given day, were 2.36 billion, up 12.4% year over year.

Family Monthly Active People (MAP) increased 11.2% year over year to 2.99 billion.

The above community metrics reflected increased engagement with Facebook products during the reported quarter as more and more people were compelled to stay at home due to the coronavirus (COVID-19) outbreak.

Asia-Pacific DAUs were up 13% year over year to 678 million. DAUs in the Rest of the World (RoW), Europe and the United States & Canada grew 13.5%, 6.6% and 4.8% each to 556 million, 305 million and 195 million, respectively.

MAUs in Asia-Pacific, RoW, Europe and the United States & Canada grew 11.4%, 10.8%, 5.7% and 4.1% each to 1.09 billion, 851 million, 406 million and 253 million, respectively.

Revenue Details

Asia-Pacific and the United States & Canada were the strongest regions, increasing 21.2% and 16.3%, respectively. Advertising revenues in RoW and Europe grew 15.7% and 15.6% each.

Facebook's ad revenues benefited from sturdy growth in gaming and relative stability in technology and e-commerce, partially offset by massive declines in travel and auto. This trend continues in the second quarter as well.

Moreover, due to the overall softness in ad demand, the company generated sales at lower prices.

Ad impressions served rose 39%, driven by Facebook Mobile News Feed. However, average price per ad decreased 16% from the year-ago quarter due to a sharp drop in advertiser demand during the last three weeks of March.

Payments and other fees surged 80% year over year to $297 million. This growth is primarily attributable to higher sales of Oculus products.

Operating Details

In the first quarter, total costs and expenses inched up 0.7% year over year to $11.84 billion. However, as percentage of revenues, total costs and expenses were 66.8% compared with the year-ago quarter's 78%.

As percentage of revenues, research & development and marketing & sales expenses declined 370 basis points (bps) and 230 bps, on a year-over-year basis, respectively.

However, as percentage of revenues, general & administrative expenses decreased to 8.9% from 27% reported in the year-ago quarter.

Notably, Facebook's employee base was 48K at the end of the first quarter, up 28% year over year. The company hired 3,300 new employees in the reported quarter.

Operating income of $5.89 billion jumped 77.7% year over year. Operating margin expanded to 33.2% from 22% in the year-ago quarter.

Balance Sheet & Cash Flow

As of Mar 31, 2020, cash & cash equivalents and marketable securities were $60.29 billion compared with $54.86 billion as of Dec 31, 2019.

Capital expenditures declined 7.7% year over year to $3.66 billion. Facebook continues to invest in data centers, servers, office buildings and network infrastructure.

Free cash flow surged 37.4% year over year to $7.34 billion in the reported quarter.

Facebook bought back shares worth almost $1.2 billion in the reported quarter.

Guidance

The company expects to realize operational expense savings from certain areas, such as travel, events and marketing as well as from slower headcount growth in its business functions. Facebook is planning to hire at least 10,000 more people in product and engineering roles during 2020.

It expects total expenses for the current year between $52 billion and 56 billion, down from the prior range of $54-59 billion. Nevertheless, the revised escalation in operating expense is expected to hurt operating margin in 2020, due to sluggish revenue growth.

Moreover, in the ongoing year, Facebook expects capital expenditures to be $14-$16 billion, down from the previous guided range of $17-19 billion.

Recent News

On Apr 24, Facebook introduced Messenger Rooms for video call, which will soon hold up to 50 people with no time limit. The company also announced that WhatsApp will soon start supporting group voice and video calls with up to eight people.

On Apr 22, Facebook announced the expansion of Messenger Kids to more than 70 new countries around the world.

On Apr 7, Facebook announced that it is expanding Data for Good program that grants researchers access to data about user movement patterns in an effort to understand the spread of coronavirus.

On Apr 3, Facebook announced that it has launched the very first standalone Messenger app for desktop, available for Microsoft Windows and Apple's macOS.

Per a Reuters report on Apr 2, Facebook has initiated a program in Italy to track the accuracy of coronavirus information circulated on its WhatsApp messaging platform.

On Mar 24, Facebook posted a statement that total messaging surged more than 50% in countries most affected by the coronavirus in the past month. The company has also witnessed increased traffic in its feed and stories products. Moreover, voice and video calling also more than doubled on Messenger and WhatsApp in places bearing the brunt of the coronavirus pandemic.

However, Facebook doesn't expect this traffic surge to benefit its top line as it doesn't monetize a number of these services. In fact, its ad-sales is expected to take a hit due to measures like lockdowns and mass quarantines imposed on a number of countries to break the chain of the viral spread.

On Mar 3, Facebook announced Dark Mode for WhatsApp.

On Mar 2, Facebook announced the launch of a faster, smaller and simpler Messenger on iOS. The app upgrade will load twice as fast as the previous version of Messenger on iOS and will be one-fourth of its original size.

On Feb 20, Facebook announced that it is introducing a background location control on Facebook for Android that improves user privacy.

Valuation

Facebook shares decreased 0.3% in the year-to-date period and 2.4% over the trailing 12-month period. Stocks in the Zacks sub-industry and the Zacks Computer & Technology sector are down 4.2% and 5.5% in the year-to-date period, respectively. Over the past year, the Zacks sub-industry is down 15.9%, while the sector is up 1.3%.

The S&P 500 Index is down 12.1% in the year-to-date period and 4.2% in the past year.

The stock is currently trading at 25.57X forward 12-month earnings, which compares to 30.73X for the Zacks sub-industry, 23.05X for the Zacks sector and 20.8X for the S&P 500 index.

Over the past five years, the stock has traded as high as 59.82X and as low as 15.18X, with a 5-year median of 27.58X. Our Neutral recommendation indicates that the stock will perform in-line with the market. Our $215 price target reflects 26.85X forward 12-month earnings.

The table below shows summary valuation data for FB

Valuation Multiples - FB

		Stock	Sub-Industry	Sector	S&P 500
P/E F12M	Current	25.57	30.73	23.05	20.8
	5-Year High	59.82	43.46	23.05	20.8
	5-Year Low	15.18	22	16.71	15.19
	5-Year Median	27.58	34.99	19.23	17.44
P/S F12M	Current	7.23	6.17	3.52	3.3
	5-Year High	13.71	14.07	3.59	3.44
	5-Year Low	4.68	5.02	2.32	2.54
	5-Year Median	9.78	9.53	3.1	3.01
EV/Sales TTM	Current	7.26	5.68	3.92	2.92
	5-Year High	18.25	13.4	4.44	3.45
	5-Year Low	5.25	4.25	2.58	2.16
	5-Year Median	12.52	9.38	3.57	2.82

As of 04/30/2020

Industry Analysis **Zacks Industry Rank:** Top 19% (47 out of 253)

Top Peers

Company (Ticker)	Rec	Rank
Electronic Arts Inc. **(EA)**	Outperform	2
Amazon.com, Inc. **(AMZN)**	Neutral	3
Activision Blizzard, Inc **(ATVI)**	Neutral	3
Baidu, Inc. **(BIDU)**	Neutral	3
Microsoft Corporation **(MSFT)**	Neutral	3
Netflix, Inc. **(NFLX)**	Neutral	2
Take-Two Interactive Software, Inc. **(TTWO)**	Neutral	2
Twitter, Inc. **(TWTR)**	Neutral	3

Industry Comparison Industry: Internet - Services

	FB	X Industry	S&P 500	BIDU	MSFT	TWTR
				Industry Peers		
Zacks Recommendation (Long Term)	Neutral	-	-	Neutral	Neutral	Neutral
Zacks Rank (Short Term)	3	-	-	3	3	3
VGM Score	B	-	-	A	C	F
Market Cap	583.52 B	606.67 M	20.61 B	34.90 B	1,359.03 B	22.50 B
# of Analysts	12	3	14	3	14	9
Dividend Yield	0.00%	0.00%	2.11%	0.00%	1.14%	0.00%
Value Score	D	-	-	A	C	D
Cash/Price	0.10	0.20	0.06	0.61	0.10	0.29
EV/EBITDA	17.61	2.56	11.87	7.06	22.31	17.14
PEG Ratio	1.41	2.37	2.47	1.57	2.51	2.13
Price/Book (P/B)	5.78	2.19	2.67	1.42	12.38	2.56
Price/Cash Flow (P/CF)	24.10	17.84	10.66	7.54	28.21	10.40
P/E (F1)	28.43	28.45	19.01	14.12	32.27	63.42
Price/Sales (P/S)	7.95	2.48	2.10	2.25	9.80	6.47
Earnings Yield	3.52%	1.10%	5.05%	7.08%	3.10%	1.57%
Debt/Equity	0.09	0.09	0.72	0.34	0.64	0.36
Cash Flow ($/share)	8.49	0.12	7.01	13.39	6.35	2.76
Growth Score	A	-	-	A	C	D
Hist. EPS Growth (3-5 yrs)	53.35%	24.26%	10.88%	6.60%	17.68%	NA
Proj. EPS Growth (F1/F0)	11.91%	0.00%	-7.32%	-4.41%	16.92%	-80.92%
Curr. Cash Flow Growth	-8.33%	9.86%	5.92%	-9.22%	19.70%	123.58%
Hist. Cash Flow Growth (3-5 yrs)	38.21%	20.51%	8.55%	10.85%	11.99%	55.36%
Current Ratio	4.40	1.59	1.23	2.89	2.80	9.15
Debt/Capital	8.61%	9.66%	43.84%	25.67%	39.05%	26.38%
Net Margin	28.57%	-5.94%	11.08%	2.07%	33.36%	36.39%
Return on Equity	22.15%	-3.84%	16.44%	7.44%	41.16%	3.25%
Sales/Assets	0.59	0.63	0.54	0.35	0.49	0.28
Proj. Sales Growth (F1/F0)	7.83%	0.69%	-1.42%	3.83%	12.31%	-5.93%
Momentum Score	C	-	-	C	B	D
Daily Price Chg	5.42%	0.00%	-2.39%	1.26%	1.00%	-7.75%
1 Week Price Chg	6.04%	0.00%	-1.74%	-3.86%	-2.27%	7.64%
4 Week Price Chg	29.41%	11.82%	17.07%	1.35%	15.43%	24.59%
12 Week Price Chg	-2.91%	-13.23%	-18.53%	-24.20%	-2.41%	-25.33%
52 Week Price Chg	6.33%	-23.47%	-9.82%	-39.29%	41.99%	-28.21%
20 Day Average Volume	25,057,234	173,871	2,641,413	4,092,115	43,860,436	23,542,200
(F1) EPS Est 1 week change	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%
(F1) EPS Est 4 week change	-7.77%	0.00%	-6.62%	-11.95%	-0.65%	-77.84%
(F1) EPS Est 12 week change	-22.43%	-18.95%	-13.28%	-18.95%	-1.52%	-86.78%
(Q1) EPS Est Mthly Chg	-12.06%	0.00%	-11.97%	-31.20%	-1.74%	-345.71%

Zacks Stock Rating System

We offer two rating systems that take into account investors' holding horizons: Zacks Rank and Zacks Recommendation. Each provides valuable insights into the future profitability of the stock and can be used separately or in combination with each other depending on your investment style.

Zacks Recommendation

The Zacks Recommendation aims to predict performance over the next 6 to 12 months. The foundation for the quantitatively determined Zacks Recommendation is trends in the company's estimate revisions and earnings outlook. The Zacks Recommendation is broken down into 3 Levels; Outperform, Neutral and Underperform. Unlike many Wall Street firms, we have an excellent balance between the number of Outperform and Neutral recommendations. Our team of 70 analysts are fully versed in the benefits of earnings estimate revisions and how that is harnessed through the Zacks quantitative rating system. But we have given our analysts the ability to override the Zacks Recommendation for the 1200 stocks that they follow. The reason for the analyst over-rides is that there are often factors such as valuation, industry conditions and management effectiveness that a trained investment professional can spot better than a quantitative model.

Zacks Rank

The Zacks Rank is our short-term rating system that is most effective over the one- to three-month holding horizon. The underlying driver for the quantitatively-determined Zacks Rank is the same as the Zacks Recommendation, and reflects trends in earnings estimate revisions.

Zacks Style Scores

The Zacks Style Score is as a complementary indicator to the Zacks rating system, giving investors a way to focus on the highest rated stocks that best fit their own stock picking preferences.

Academic research has proven that stocks with the best Value, Growth and Momentum characteristics outperform the market. The Zacks Style Scores rate stocks on each of these individual styles and assigns a rating of A, B, C, D and F. We also produce the VGM Score (V for Value, G for Growth and M for Momentum), which combines the weighted average of the individual Style Scores into one score. This is perfectly suited for those who want their stocks to have the best scores across the board.

Value Score	D
Growth Score	A
Momentum Score	C
VGM Score	B

As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

Disclosures

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