

HubSpot Inc. (HUBS)

\$301.86 (As of 09/28/20)

Price Target (6-12 Months): **\$318.00**

Long Term: 6-12 Months

Zacks Recommendation:

Neutral

(Since: 10/03/19)

Prior Recommendation: Outperform

Short Term: 1-3 Months

Zacks Rank: (1-5)

3-Hold

Zacks Style Scores:

VGM:F

Value: F

Growth: D

Momentum: D

Summary

HubSpot is benefitting from solid uptake of Subscription-based solutions and expanding customer base. The company also raised 2020 guidance for revenues citing business strength visibility. Moreover, positive trend in conversion of freemium users to paid subscribers is a tailwind. Integration with LinkedIn, Shopify & Facebook is enabling it to expand business avenues. Further, growing international footprint, portfolio expansion and collaborations also bode well. Notably, shares of the company have outperformed the industry on a year-to-date basis. However, coronavirus-induced layoffs are expected to negatively impact contract renewals, in the Customer Relationship Management (CRM) space. Nevertheless, integration of various in-house offerings and momentum in Hubspot One and Hubspot CRM tools is expected to bolster subscription-based revenues.

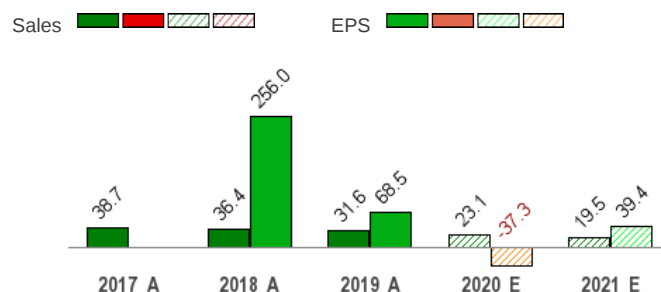
Price, Consensus & Surprise



Data Overview

52-Week High-Low	\$320.89 - \$90.84
20-Day Average Volume (Shares)	457,757
Market Cap	\$13.8 B
Year-To-Date Price Change	90.5%
Beta	1.64
Dividend / Dividend Yield	\$0.00 / 0.0%
Industry	Internet - Software
Zacks Industry Rank	Bottom 26% (185 out of 250)

Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	41.7%
Last Sales Surprise	4.2%
EPS F1 Estimate 4-Week Change	0.0%
Expected Report Date	11/03/2020
Earnings ESP	19.1%
P/E TTM	206.8
P/E F1	321.1
PEG F1	6.7
P/S TTM	18.0

Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021	228 E	240 E	254 E	272 E	993 E
2020	199 A	204 A	211 E	217 E	831 E
2019	152 A	163 A	174 A	186 A	675 A

EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021	\$0.21 E	\$0.31 E	\$0.29 E	\$0.50 E	\$1.31 E
2020	\$0.35 A	\$0.34 A	\$0.13 E	\$0.18 E	\$0.94 E
2019	\$0.36 A	\$0.37 A	\$0.32 A	\$0.45 A	\$1.50 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 09/28/2020. The reports text is as of 09/29/2020.

Overview

Headquartered in Cambridge, MA, HubSpot Inc. provides inbound marketing and sales application over the cloud. The software-as-a-service (SaaS) vendor helps businesses attract more customers through search engine optimization (SEO), social media, blogging, website content management, marketing automation, email, Customer Relationship Management (CRM), analytics and reporting.

HubSpot completed its Initial Public Offering (IPO) on Oct 15, 2014. In 2019, the company generated revenues of \$674.9 million (up 32% over 2018), majority of which came from subscriptions – 95.8% of total revenues.

HubSpot primarily caters to the small and medium businesses (SMB) market, where the churn rate is relatively higher as compared with the enterprise markets. As of Jun 30, 2020, HubSpot had approximately 86,672 customers.

The company's core products are Marketing Hub, Service Hub and Sales Hub, together referred to as HubSpot growth platform.

HubSpot Marketing's important features are Marketing Automation and Email, Content Optimization System (COS), Social Media, SEO, CRM Sync and Reporting and Analytics. HubSpot Marketing is available for free as well as at different price points.

Marketing Hub aimed at enterprise, professional and starter marketers start at \$3,200, \$800 and \$50, respectively per month.

Sales Hub features are Email Engagement Notifications, Sequences, Meetings, Calling, New Lead and Website Visit Alerts, Email Templates and CRM Tracking and Contact Insights.

Sales Hub aimed at enterprise, professional and starter marketers start at \$1,200, \$400 and \$50, respectively per month.

Service Hub features are automation and routing, live chat and conversations, conversational bots, team emails, help desk and tickets, reporting tools and feedback, among others.

Service Hub aimed at enterprise, professional and starter marketers start at \$1,200, \$400 and \$50, respectively per month.

HubSpot CRM is a free offering that features Contact Management, Salesforce Automation and Pipeline Reporting, among others.



Source: Zacks Investment Research

Reasons To Buy:

- ▲ HubSpot's inbound marketing and sales applications are enabling businesses to easily reach, acquire and retain customers without annoying them through traditional marketing tools like cold call, print advertisements and e-mail. The core of HubSpot's subscription-based cloud platform is its inbound database that captures customer activity of a business throughout the customer's lifecycle. Subscribers of HubSpot's SaaS applications use multiple channels like optimized search engine techniques, social media, and targeted content through websites and blogs to fulfill the needs of customers. The success of the platform is evident from the rapid growth in marketing customers. The growing adoption of inbound applications has helped in developing the marketing agency partner network.
- ▲ HubSpot primarily targets mid-market businesses, which as per its own description comprises companies with 10 to 2,000 employee strength. Approximately 3 million mid-market companies are there in North America and Europe, and the total addressable market (TAM) is estimated to be nearly \$45 billion. However, the market is poorly penetrated, which presents significant growth opportunity for HubSpot. Moreover, according to market research firm, Gartner, worldwide spending on enterprise software applications is expected to hit \$556 billion in 2021 with prime focus on CRM software, from \$456 billion in 2019. The rapid growth opportunity is beneficial for HubSpot in the long haul.
- ▲ We also note that HubSpot has significant scope in cross-selling sales product to existing marketing customer base and vice versa. The One HubSpot initiative is a key growth driver in our view. HubSpot has rolled out multiple updates to its Sales Hub product, including a lower-priced Starter tier and improvements to its sales engagement tool to make powerful tools more affordable for growing sales teams. Moreover, the company has a sizeable customer base that uses its products for free. Given the growing effectiveness of its inbound applications and an innovative product portfolio, we believe that many of these free customers will eventually choose to buy HubSpot pro products for both their marketing and sales functions. This not only presents significant top-line growth opportunity for the company but will also boost its margins, as the acquisition cost for these customers will be much lower as compared with new customers.
- ▲ HubSpot is expanding its international footprint rapidly. The company currently has international offices in Dublin, Sydney, Singapore and Tokyo. Further, it opened a new office in Berlin in 2017 and in Bogotá in 2018. Notably, the company opened a new office in Paris in May, 2019. Further, we expect the growing footprint will boost top-line growth going ahead. Notably, International revenues advanced 32% from the year-ago quarter (up 36% at cc), representing 42% of total revenues in the second quarter.
- ▲ HubSpot has a strong balance sheet with ample liquidity position. As of Jun 30, 2020, HubSpot reported cash and cash equivalents and short-term investments of \$1.14 billion, up from \$968.6 million as of Mar 31, 2020. Cash flow from operations during the second quarter came in at \$15 million, while free cash flow came in at \$0.8 million. The solid cash position is expected to help it in capitalizing on investment opportunities and pursuing strategic business expansion initiatives including acquisitions, and improvement of growth prospects.

HubSpot's growing customer base, cross selling opportunities, One HubSpot initiative and expanding international footprint are key positives.

Reasons To Sell:

- ▼ Although the introduction of \$50 per month marketing starter pack will help the company to attract new customers, the low-priced pack will dent ASR per customer growth rate at least in the near term. Despite having limited features, the pack can lead to cannibalization of the premium products. Moreover, we believe that management may not continue with this pack for a very long time and will eventually increase price. However, a price hike can lead to subscription cancellation or customers can opt for the free version, which will ultimately hurt top-line growth.
- ▼ HubSpot generates a significant portion of its revenues from the International market. Hence, we expect adverse foreign currency exchange rates to impede revenue growth in the near term owing to the strengthening of the U.S. dollar as against the Euro and other foreign currencies. Since the company does not have hedging program in place, we believe that exposure to the foreign exchange rate volatility is a significant headwind.
- ▼ HubSpot has been incurring operating losses since inception and had an accumulated deficit of \$445.2 million as of Jun 30, 2020. The company does not expect to generate profit sooner amid growing investments on data center infrastructure, sales & marketing and research & development. Despite the increasing top line, mounting losses doesn't augur well for investor confidence in our view. Moreover, coronavirus-induced layoffs are expected to negatively impact contract renewals, in the Customer Relationship Management (CRM) space, which is a headwind. Reduced spend from small and medium sized businesses amid challenging business environment and macroeconomic headwinds pertaining to COVID-19 induced global crisis, remains a concern.
- ▼ Moreover, the company is trading at premium in terms of Price/Book (P/B). HubSpot currently has a trailing 12-month P/B ratio of 18.21X, which compares unfavorably to some extent with what the industry saw over the last year. Additionally, the ratio is higher than the average level of 11.83X and is near the high end of the valuation range in this period. Hence, valuation looks slightly stretched from P/B perspective.

Adverse impact of foreign exchange rate volatility, mounting operating losses and stretched valuation are key headwinds.

Last Earnings Report

HubSpot Q2 Earnings & Revenues Beat Estimates, Ups '20 View

HubSpot's second-quarter 2020 non-GAAP earnings of 34 cents per share beat the Zacks Consensus Estimate by 41.7% and improved 9.7% from the year-ago quarter. The bottom line also exceeded management's guided range of 23-25 cents.

Revenues of \$203.6 million surpassed the Zacks Consensus Estimate by 4.2% and improved 25% (up 26% on a constant currency basis) year over year. The top line was also above the higher end of management's guided range of \$195-\$196 million.

The top line was driven by accelerating Subscription revenues. Further, growing customer base, which surged 34% year over year to 86,672, contributed to the results.

Subscription revenues (96.5% of the total revenues) improved 26% from the year-ago quarter to \$196.4 million. **Professional services and other** revenues (3.5%) were down 3% year over year to \$7.2 million.

Total average subscription revenue per customer was down 5% year over year to \$9,466.

Deferred revenues (including current portion) improved 22% year over year to \$241 million. Meanwhile, calculated billings, defined as revenues plus the change in deferred revenues, amounted to \$202 million, surging 21% year over year (up 21% at cc).

International revenues climbed 32% from the year-ago quarter (up 36% at cc), representing 42% of total revenues in the reported quarter.

Quarter in Detail

Non-GAAP gross margin during the reported quarter remained flat year over year at 82%. Further, non-GAAP subscription margin of 85.5% contracted 40 basis points (bps) on a year-over-year basis.

Non-GAAP Research and development (R&D) expenses as a percentage of revenues expanded 80 bps year over year to 19.1%. Non-GAAP General and administrative (G&A) expenses contracted 90 bps to 9.6% on a year-over-year basis. Meanwhile, non-GAAP Sales and marketing (S&M) expenses contracted 100 bps to 44.1% from the year-ago quarter.

The company reported non-GAAP operating income of \$19.2 million, up 39.2% from the year-ago figure. Management had projected non-GAAP operating income in the band of \$10.5-\$11.5 million for the second quarter.

Non-GAAP operating margin expanded 100 bps on a year-over-year basis to 9.4%.

Guidance

For third-quarter 2020, HubSpot forecast revenues in the range of \$210-\$211 million.

Management expects non-GAAP operating income in the band of \$7.5-\$8.5 million.

Moreover, the company anticipates non-GAAP net income per share in the range of 11-13 cents.

For 2020, the company has raised guidance. The company now anticipates revenues between \$828 million and \$832 million compared with the prior range of \$800-\$810 million.

Management expects non-GAAP operating income in the band of \$52-\$54 million compared with the earlier guided range of \$40-\$42 million.

HubSpot anticipates non-GAAP net income per share in the range of 92-96 cents compared with the previous range of 88-92 cents.

Quarter Ending	06/2020
Report Date	Aug 05, 2020
Sales Surprise	4.19%
EPS Surprise	41.67%
Quarterly EPS	0.34
Annual EPS (TTM)	1.46

Recent News

On Sep 22, HubSpot announced that it is upgrading sales CRM, Sales Hub Enterprise with advanced sales reporting, sales engagement and configure-price-quote (CPQ) capabilities, at INBOUND 2020.

On Jun 2, Hubspot announced the pricing of \$400 million aggregate principal amount of convertible senior notes slated to mature in 2025. The company expects sale of the notes to initial purchasers to settle on Jun 4, and generate approximately \$391.3 million in net proceedings.

On Apr 15, HubSpot announced the launch of a CMS Hub, a content management system designed to simplify the website management process for business enterprises.

Valuation

HubSpot shares are up 90.5% in the year-to-date period and 99.1% over the trailing 12-month period. Stocks in the Zacks sub-industry and the Zacks Computer & Technology sector are up 75.1% and 21.9% in the year-to-date period, respectively. Over the past year, the Zacks sub-industry and the sector is up 78.3% and 35.6%, respectively.

The S&P 500 index is up 4.1% in the year-to-date period and 12.9% in the past year.

The stock is currently trading at 14.46X forward 12-month sales, which compares to 9.33X for the Zacks sub-industry, 4.23X for the Zacks sector and 4.09X for the S&P 500 index.

Over the past five years, the stock has traded as high as 15.23X and as low as 3.86X, with a 5-year median of 7.94X. Our Neutral recommendation indicates that the stock will perform in line with the market. Our \$318 price target reflects 15.23X forward 12-month sales.

The table below shows summary valuation data for HUBS

Valuation Multiples - HUBS					
		Stock	Sub-Industry	Sector	S&P 500
P/S F12M	Current	14.46	9.33	4.23	4.09
	5-Year High	15.23	9.33	4.49	4.3
	5-Year Low	3.86	3.07	2.7	3.11
	5-Year Median	7.94	5.38	3.43	3.66
P/B TTM	Current	18.21	11.58	7.6	5.77
	5-Year High	28.26	12.05	8.33	6.19
	5-Year Low	6.9	2.31	4.1	3.75
	5-Year Median	14.95	5.5	5.57	4.86
EV/Sales TTM	Current	15.78	11.44	4.79	3.82
	5-Year High	16.49	11.93	5.24	4.15
	5-Year Low	4.58	3.07	2.85	2.61
	5-Year Median	9.01	6.06	3.83	3.56

As of 09/28/2020

Source: Zacks Investment Research

Industry Analysis Zacks Industry Rank: Bottom 26% (185 out of 250)



Source: Zacks Investment Research

Top Peers

Company (Ticker)	Rec	Rank
Zoom Video Communications, Inc. (ZM)	Outperform	1
Box, Inc. (BOX)	Neutral	2
Kingsoft Cloud Holdings Limited Sponsored ADR (KC)	Neutral	4
New Relic, Inc. (NEWR)	Neutral	3
Paycom Software, Inc. (PAYC)	Neutral	3
Qutoutiao Inc. Sponsored ADR (QTT)	Neutral	3
StoneCo Ltd. (STNE)	Neutral	4
2U, Inc. (TWOU)	Neutral	3

The positions listed should not be deemed a recommendation to buy, hold or sell.

Industry Comparison Industry: Internet - Software				Industry Peers		
	HUBS	X Industry	S&P 500	BOX	STNE	ZM
Zacks Recommendation (Long Term)	Neutral	-	-	Neutral	Neutral	Outperform
Zacks Rank (Short Term)	3	-	-	2	4	1
VGM Score	F	-	-	C	D	D
Market Cap	13.75 B	1.13 B	23.11 B	2.77 B	14.65 B	138.70 B
# of Analysts	9	6	14	6	3	11
Dividend Yield	0.00%	0.00%	1.66%	0.00%	0.00%	0.00%
Value Score	F	-	-	F	F	F
Cash/Price	0.08	0.10	0.08	0.10	0.05	0.01
EV/EBITDA	1,545.28	-1.05	13.15	-47.82	34.90	1,717.12
PEG F1	6.66	6.36	2.88	NA	NA	8.22
P/B	18.21	6.37	3.29	46.38	12.13	115.70
P/CF	446.16	28.49	12.83	NA	61.93	1,723.72
P/E F1	318.61	79.53	21.32	30.55	100.31	205.53
P/S TTM	18.04	5.10	2.49	3.76	22.69	103.01
Earnings Yield	0.31%	0.16%	4.44%	3.28%	1.00%	0.49%
Debt/Equity	0.65	0.04	0.70	2.48	0.19	0.00
Cash Flow (\$/share)	0.68	-0.01	6.92	-0.37	0.85	0.28
Growth Score	D	-	-	B	D	A
Historical EPS Growth (3-5 Years)	NA%	16.77%	10.43%	NA	NA	NA
Projected EPS Growth (F1/F0)	-37.04%	-0.93%	-4.22%	1,827.77%	-24.76%	577.91%
Current Cash Flow Growth	-1,293.74%	4.37%	5.47%	-23.00%	130.44%	122.56%
Historical Cash Flow Growth (3-5 Years)	21.83%	21.50%	8.52%	8.89%	NA	NA
Current Ratio	3.89	1.56	1.35	0.88	1.57	1.73
Debt/Capital	39.27%	15.99%	42.91%	71.28%	15.99%	0.00%
Net Margin	-9.50%	-19.29%	10.28%	-14.19%	26.52%	17.10%
Return on Equity	-3.90%	-13.21%	14.73%	-279.40%	12.30%	27.93%
Sales/Assets	0.47	0.60	0.50	0.79	0.15	0.75
Projected Sales Growth (F1/F0)	23.07%	7.18%	-1.38%	10.41%	-11.95%	285.56%
Momentum Score	D	-	-	C	A	C
Daily Price Change	2.66%	1.38%	1.85%	1.49%	-0.56%	-1.78%
1-Week Price Change	7.36%	0.00%	-2.32%	-2.46%	3.17%	13.17%
4-Week Price Change	0.73%	-4.70%	-2.53%	-9.98%	3.59%	50.00%
12-Week Price Change	28.38%	0.00%	4.17%	-15.21%	30.22%	86.84%
52-Week Price Change	99.10%	14.94%	0.12%	6.70%	51.90%	539.97%
20-Day Average Volume (Shares)	457,757	461,233	2,098,704	2,039,273	2,309,593	15,790,550
EPS F1 Estimate 1-Week Change	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
EPS F1 Estimate 4-Week Change	0.00%	0.00%	0.00%	-0.90%	0.64%	105.72%
EPS F1 Estimate 12-Week Change	3.24%	3.93%	4.22%	27.97%	-9.20%	108.23%
EPS Q1 Estimate Monthly Change	0.00%	0.00%	0.00%	0.36%	0.00%	128.96%

Source: Zacks Investment Research

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 maintain a 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	F
Growth Score	D
Momentum Score	D
VGM Score	F

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.

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Returns quoted represent past performance which is no guarantee of future results. Investment returns and principal value will fluctuate so that when shares are redeemed, they may be worth more or less than their original cost. Current performance may be higher or lower than the performance shown.

Investing involves risk; principal loss is possible. There is no guarantee that companies that can issue dividends will declare, continue to pay or increase dividends.

Glossary of Terms and Definitions

52-Week High-Low: The range of the highest and lowest prices at which a stock has traded during the past year. This range is determined based on the stock's daily closing price which may differ from the intra-day high or low. Many investors use it as a technical indicator to determine a stock's current value and future price movement. The idea here is that if price breaks out from the 52-week range, in either direction, the momentum may continue in the same direction.

20-Day Average Volume (Shares): The average number of shares of a company traded in a day over the last 20 days. It is a direct indication of a security's overall liquidity. The higher the average daily trading volume, the easier it is to enter or exit the stock at a desired price with more buyers and sellers being available.

Daily Price Change: This is the percentage difference between a trading day's closing price and the prior trading day's closing price. This item is updated at 9 p.m. EST each day.

1-Week Price Change: This is the percentage change in a stock's closing price over the last 5 trading days. This change reflects the collective buying and selling sentiment over the 1-week period.

A strong weekly price increase for the stock, especially when accompanied by increased volume, is an indication of it gaining momentum.

4-Week Price Change: This is the percentage change in a stock's closing price over the last 20 trading days or past 4 weeks. This is a medium-term price change metric and an indication of the stock gaining momentum.

12-Week Price Change: This is the percentage change of a stock's closing price over the last 60 trading days or past 12 weeks. Similar to 4-week price change, this is a medium-term price change metric. It shows whether a stock has been enjoying strong investor demand, or if it has been in consolidation, or distress over this period.

52-Week Price Change: This is the percentage change in a stock's closing price over the last 260 trading days or past 52 weeks. This long-term price change metric is a good reference point for investors. Some investors seek stocks with the best percentage price change over the last 52 weeks, expecting the momentum to continue.

Market Cap: The number of outstanding common shares of a company times its latest price per share. This figure represents a company's size, which indicates various characteristics, including price stability and risk, in which investors could be interested.

Year-To-Date Price Change: Change in a stock's daily closing price in the period of time beginning the first day of the current calendar year through to the previous trading day.

of Analysts: Number of EPS estimates used in calculating the current-quarter consensus. These estimates come from the brokerage analysts tracking this stock. However, the number of such analysts tracking this stock may not match the number of estimates, as all brokerage analysts may not come up with an estimate or provide it to us.

Beta: A measure of risk commonly used to compare the volatility of a stock to the overall market. The S&P 500 Index is the base for calculating beta and carries a value of 1. A stock with beta below 1 is less risky than the market as a whole. And a stock with beta above 1 is riskier.

Dividend: The portion of earnings a company is expected to distribute to its common shareholders in the next 12 months for each share they own. Dividends are usually paid quarterly. Dividend payments reflect positively on a company and help maintain investors' trust. Investors typically find dividend-paying stocks appealing because the dividend adds to any market price appreciation to result in higher return on investment (ROI). Moreover, a steady or increasing dividend payment provides investors a cushion in a down market.

Dividend Yield: The ratio of a company's annual dividend to its share price. The annual dividend used in the ratio is calculated based on the most recent dividend paid by the company. Dividend yield is an estimate of the dividend-only return from a stock in the next 12 months. Since dividend itself doesn't change frequently, dividend yield usually changes with a stock's price movement. As a result, often an unusually high dividend yield is a result of weak stock price.

S&P 500 Index: The Standard & Poor's 500 (S&P 500) Index is an unmanaged group of securities considered to be representative of the stock market in general. It is a market-capitalization-weighted index of stocks of the 500 largest U.S. companies. Each stock's weight in the index is proportionate to its market value.

Industry: One of the 250+ groups that Zacks classifies all stocks into based on the nature of business. These groups are termed as expanded (aka "X") industries and map to their respective (economic) sectors; Zacks has 16 sectors.

Zacks Industry Rank: The Zacks Industry Rank is determined by calculating the average Zacks Rank for all stocks in the industry and then assigning an ordinal rank to it. For example, an industry with an average Zacks Rank of 1.6 is better than an industry with an average Zacks Rank of 2.3. So, the industry with the better average Zacks Rank would get a better Zacks Industry Rank. If an industry has the best average Zacks Rank, it would be considered the top industry (1 out of 250+), which would place it at the top 1% of Zacks-ranked industries. Studies have shown that roughly half of a stock's price movement can be attributed to the industry group it belongs to. In fact, the top 50% of Zacks-ranked industries outperforms the bottom 50% by a factor of more than 2 to 1.

Last EPS Surprise: The percentage deviation of a company's last reported earnings per share from the Zacks Consensus Estimate. Companies with a positive earnings surprise are more likely to surprise again in the future (or miss again if they recently missed).

Last Sales Surprise: The percentage deviation of a company's last reported sales from the Zacks Consensus Estimate.

Expected Report Date: This is an estimated date of a company's next earnings release. The information originated or gathered by Zacks Investment Research from its information providers or publicly available sources is the basis of this estimate.

Earnings ESP: The Zacks Earnings ESP compares the Most Accurate Estimate to the Zacks Consensus Estimate for the yet-to-be reported quarter. The Most Accurate Estimate is the most recent version of the Zacks Consensus EPS Estimate. The idea here is that analysts revising their estimates closer to an earnings release have the latest information, which could potentially be more accurate than what they and others contributing to the consensus had predicted earlier. Thus, a positive or negative Earnings ESP reading theoretically indicates the likely deviation of the actual earnings from the consensus estimate. However, the model's predictive power is significant for positive ESP readings only. A positive Earnings ESP is a strong predictor of an earnings beat, particularly when combined with a Zacks Rank #1 (Strong Buy), #2 (Buy) or #3 (Hold). Our research shows that stocks with this combination produce a positive surprise nearly 70% of the time.

Periods:

TTM: Trailing 12 months. Using TTM figures is an effective way of analyzing the most-recent financial data in an annualized format that helps neutralize the effects of seasonality and other quarter-to-quarter variation.

F1: Current fiscal year. This period is used to analyze the estimates for the ongoing full fiscal year.

F2: Next fiscal year. This period is used to analyze the estimates for the next full fiscal year.

F12M: Forward 12 months. Using F12M figures is an effective way of analyzing the near-term (the following four unreported quarters) estimates in an annualized manner. Instead of typically representing estimates for the full fiscal year, which may not represent the nitty-gritty of each quarter, F12M figures suggest an all-inclusive annualized estimate for the following four quarters. The annualization helps neutralize the potential effects of seasonality and other quarter-to-quarter variations.

P/E Ratio: The price-to-earnings ratio measures a company's current market price per share relative to its earnings per share (EPS). Usually, the trailing-12-month (TTM) EPS, current-fiscal-year (F1) EPS estimate, or forward-12-month (F12M) EPS estimate is used as the denominator. In essence, this ratio shows what the market is willing to pay today for each dollar of EPS. In other words, this ratio gives a sense of what the relative value of the company is at the already reported level of earnings or at a future level of earnings.

It is one of the most widely-used multiples for determining the value of a company and helps comparing its valuation with that of a competitor, the industry group or a benchmark.

PEG Ratio: The price/earnings to growth ratio is a stock's P/E ratio using current fiscal year (F1) EPS estimate divided by its expected EPS growth rate over the coming 3 to 5 years. This ratio essentially determines a stock's value by factoring in the company's expected earnings growth and is thus believed to provide a more complete picture than just the P/E ratio, particularly for faster-growing companies.

P/S Ratio: The price-to-sales ratio is calculated as a company's current price per share divided by trailing 12 months (TTM) sales or revenues per share. This ratio shows what the market is willing to pay today for each dollar of TTM sales per share. The P/S ratio is at times the only valuation metric when the company has yet to become profitable.

Cash/Price Ratio: The cash-to-price ratio or Cash Yield is calculated as cash and marketable securities per share divided by the company's current share price. Like the earnings yield, which shows the anticipated yield (or return) on a stock from earnings for each dollar invested, the cash yield does the same, with cash being the source of return instead of earnings. For example, a cash/price ratio of 0.08 suggests a return of 8% or 8 cents for every \$1 investment.

EV/EBITDA Ratio: The EV/EBITDA ratio, also known as Enterprise Multiple, is calculated as a company's enterprise value (market capitalization + value of total long-term debt + book value of preferred shares - cash and marketable securities) divided by EBITDA (earnings before interest, taxes, depreciation and amortization). Usually, trailing-12-month (TTM) or forward-12-month (F12M) EBITDA is used as the denominator.

EV/Sales Ratio: The enterprise value-to-sales ratio is calculated as a company's enterprise value (market capitalization + value of total long-term debt + book value of preferred shares - cash and marketable securities) divided by annual sales. It is an expansion of the P/S valuation, which uses market value instead of enterprise value. The EV/Sales ratio is perceived as more accurate than P/S, in part, because the market capitalization does not take a company's debt into account when valuing it.

EV/CF Ratio: The enterprise value-to-cash flow ratio is calculated as a company's enterprise value (market capitalization + value of total long-term debt + book value of preferred shares - cash and marketable securities) divided by the trailing-12-month (TTM) operating cash flow. It's a measure of how long it would take to buy the entire business if you were able to use all the company's operating cash flow.

The EV/CF ratio is perceived as more accurate than the P/CF ratio, in part, because the market price does not take a company's debt into account when valuing it.

EV/FCF Ratio: The enterprise value-to-free cash flow metric compares a company's enterprise value to its trailing-12-month (TTM) free cash flow (FCF). This metric is very similar to the EV/CF ratio, but is considered a more exact measure owing to the fact that it uses free cash flow, which subtracts capital expenditures (CAPEX) from a company's total operating cash flow, thereby reflecting the actual cash flow available for funding growth activities and payments to shareholders.

P/EBITDA Ratio: The P/EBITDA ratio is calculated as a company's per share market value divided by EBITDA (earnings before interest, taxes, depreciation, and amortization). This metric is very similar to the EV/EBITDA ratio, but is considered a little less exact measure as it uses market price, which does not take a company's debt into account. However, since EBITDA is often considered a proxy for cash income, the metric is used as a measure of what the market is willing to pay today for each dollar of the company's cash profitability in the trailing 12 months (TTM) or forward 12 months (F12M).

P/B Ratio: The price-to-book ratio is calculated as a company's current price per share divided by its book value (total assets – liabilities – preferred stocks) per share. In short, the book value is how much a company is worth. In other words, it reflects the total value of a company's assets that its common shareholders would receive if it were to be liquidated. So, the P/B ratio indicates whether you're paying higher or lower than what would remain if the company went bankrupt immediately. Investors typically use this metric to determine how a company's stock price stacks up to its intrinsic value.

P/TB Ratio: The price-to-tangible-book value ratio is calculated as a the per share market value of a company divided by the value of its tangible assets (total assets – liabilities – preferred stocks – intangible assets) per share. Tangible book value is the same thing as book value except it excludes the value of intangible assets to get a step closer to the baseline value of the company.

P/CF Ratio: The price-to-cash flow ratio measures a company's per share market price relative to its trailing-12-month (TTM) operating cash flow per share. This metric is used to determine whether a company is undervalued or overvalued relative to another stock, industry or sector. And like the P/E ratio, a lower number is typically considered better from the value perspective.

One of the reasons why P/CF ratio is often preferred over P/E ratio is the fact that operating cash flow adds back non-cash expenses such as depreciation and amortization to net income. This feature helps valuing stocks that have positive cash flow but are not profitable because of large noncash charges.

P/FCF Ratio: The price-to-free cash flow ratio is an extension of P/CF ratio, which uses trailing-12-month (TTM) free cash flow per share instead of operating cash flow per share. This metric is considered a more exact measure than P/CF ratio, as free cash flow subtracts capital expenditures (CAPEX) from a company's total operating cash flow, thereby reflecting the actual cash flow available for funding activities that generate additional revenues.

Earnings Yield: The earnings yield is calculated as current fiscal year (F1) EPS estimate divided by the company's current share price. The ratio, which is the inverse of the P/E ratio, measures the anticipated yield (or return) from earnings for each dollar invested in a stock today.

For example, earnings yield for a stock, which is trading at \$35 and expected to earn \$3 per share in the current fiscal year (F1), would be 0.0857 ($3/35 = 0.0857$) or 8.57%. In other words, for \$1 invested in the stock today, the yield from earnings is anticipated to be 8.57 cents.

Investors most commonly compare the earnings yield of a stock to that of a broad market index (such as the S&P 500) and prevailing interest rates, such as the current 10-year Treasury yield. Since bonds and stocks compete for investors' dollars, stock investors typically demand a higher yield for the extra risk they assume compared to investors of U.S. Treasury-backed securities that offer virtually risk-free returns. This additional return is referred to as the risk premium.

Debt/Equity Ratio: The debt-to-equity ratio is calculated as a company's total liabilities divided by its shareholder equity. This metric is used to gauge a company's financial leverage. In other words, it is a measure of the degree to which a company is financing its operations through debt versus its own funds. The higher the ratio, the higher the risk for shareholders.

However, this ratio is difficult to compare across industry groups where ideal amounts of debt vary. Some businesses are more capital intensive than others and typically require higher debt to finance their operations. So, a company's debt-to-equity ratio should be compared with other companies in the same industry.

Cash Flow (\$/share): Cash flow per share is calculated as operating cash flow (after-tax earnings + depreciation + other non-cash charges) divided by common shares outstanding. It is used by many investors as a measure of a company's financial strength. Since cash flow per share takes into consideration a company's ability to generate cash by adding back non-cash expenses, it is regarded by some as a more accurate measure of a company's financial situation than earnings per share, which could be artificially deflated.

Current Ratio: The current ratio or liquidity ratio is a company's current assets divided by its current liabilities. It measures a company's ability to pay short-term obligations. A current ratio that is in line with the industry average or slightly higher is generally considered acceptable. A current ratio that is lower than the industry average would indicate a higher risk of distress or default. A higher number is usually better. However, a very high current ratio compared to the industry average could be an indication of inefficient use of assets by management.

Debt/Capital Ratio: Debt-to-capital ratio is a company's total debt (interest-bearing debt + both short- and long-term liabilities) divided its total capital (interest-bearing debt + shareholders' equity). It is a measure of a company's financial leverage. All else being equal, the higher the debt-to-capital ratio, the riskier the stock.

However, this ratio can vary widely from industry to industry, the ideal amount of required debt being different. Some businesses are more capital intensive than others and typically require higher debt to finance their operations. So, a company's debt-to-capital ratio should be compared with the same for its industry.

Net Margin: Net margin is calculated as net income divided by sales. It shows how much of each dollar in sales generated by a company translates into profit. For example, if a company's net margin is 15%, its net income is 15 cents for every \$1 of sales it makes.

A change in margin can reflect either a change in business conditions, or a company's cost controls, or both. If a company's expenses are growing faster than sales, its net margin will decline. However, different net margin rates are considered good for different industries, so it's better to compare net margin rates of companies in the same industry group.

Return on Equity: Return on equity (ROE) is calculated as trailing-12-month net income divided by trailing-12-month average shareholder equity (including reinvested earnings). This metric is considered a measure of how effectively management is using a company's assets to generate profits. For example, if a company's ROE is 10%, it creates 10 cents profits for every \$1 shareholder equity, which is basically the company's assets minus debt. A company's ROE deemed good or bad depends on what's normal for its peers or industry group.

Sales/Assets Ratio: The sales-to-assets ratio or asset utilization ratio or asset turnover ratio is calculated as a company's annual sales divided by average assets (average of assets at the beginning of the year and at the year's end). This metric helps investors understand how effectively a company is using its assets to generate sales. For example, a sales-to-assets ratio of 2.5 indicates that the company generated \$2.50 in sales for every \$1 of assets on its books.

The higher the sales-to-assets ratio, the better the company is performing. However, similar to many other ratios, the asset turnover ratio tends to be higher for companies in certain industries/sectors than in others. So, a company's sales-to-assets ratio should be compared with the same for its industry/sector.

Historical EPS Growth (3-5 Years): This is the average annual (trailing-12-month) EPS growth rate over the last 3-5 years. This metric helps investors see how a company's EPS has grown from a long-term perspective.

Note: There are many factors that can influence short-term numbers — a recession will reduce this number, while a recovery will inflate it. The longterm perspective helps smooth out short-term events.

Projected EPS Growth (F1/F0): This is the estimated EPS growth rate for the current financial year. It is calculated as the consensus estimate for the current fiscal year (F1) divided by the reported EPS for the last completed fiscal year (F0).

Current Cash Flow Growth: It measures the latest year-over-year change in operating cash flow. Cash flow growth tells an investor how quickly a company is generating inflows of cash from operations. A positive change in the cash flow is desired and shows that more 'cash' is coming in than going out.

Historical Cash Flow Growth (3-5 Years): This is the annualized change in cash flow over the last 3-5 years. The change in a longer period helps put the current reading into proper perspective. By looking at the rate, rather than the actual dollar value, the comparison across the industry and peers becomes easier.

Projected Sales Growth (F1/F0): This metric looks at the estimated sales growth for the current year. It is calculated as sales estimate for the current fiscal year (F1) divided by the reported sales for the last completed fiscal year (F0).

Like EPS growth, a higher rate is better for sales growth. A look at a company's projected sales growth instantly tells you what the outlook is for their products and services. However, different sales growth rates are considered good for different industries, so it's better to compare sales growth rates of companies in the same industry group.

EPS F1 Estimate 1-Week Change: The percentage change in the Zacks Consensus EPS estimate for the current fiscal year over the past week. The change in a company's consensus EPS estimate (or earnings estimate revision) has proven to be strongly correlated with the near-term price movement of its shares. It is an integral part of the Zacks Rank.

If a stock's consensus EPS estimate is \$1.10 now versus \$1.00 a week ago, that will be reflected as a 10% upward revision. If, on the other hand, it went from \$1.00 to 90 cents, that would be a 10% downward revision.

EPS F1 Estimate 4-Week Change: The percentage change in the Zacks Consensus EPS estimate for the current fiscal year over the past four weeks.

A stock's earnings estimate revision in a 1-week period is important. But it's more meaningful to look at the longer-term revision. And, of course, the 4-week change helps put the 1-week change into proper perspective.

EPS F1 Estimate 12-Week Change: The percentage change in the Zacks Consensus EPS estimate for the current fiscal year over the past 12 weeks.

This metric essentially shows how the consensus EPS estimate has changed over a period longer than 1 week or 4 weeks.

EPS Q1 Estimate Monthly Change: The percentage change in the Zacks Consensus EPS estimate for the current fiscal quarter over the past four weeks.

While the revision in consensus EPS estimate for the current fiscal year is strongly correlated with the near-term price movement of its shares, the estimate revision for the current fiscal quarter is an important metric as well, especially over the short term, and particularly as a stock approaches its earnings date. If a stock's Q1 EPS estimate decreases ahead of its earnings release, it's usually a negative sign, whereas an increase is a positive sign.