

The Interpublic Group (IPG)

\$25.56 (As of 02/19/21)

Price Target (6-12 Months): **\$27.00**

Long Term: 6-12 Months

Zacks Recommendation:

Neutral

(Since: 07/02/19)

Prior Recommendation: Outperform

Short Term: 1-3 Months

Zacks Rank: (1-5)

2-Buy

Zacks Style Scores:

VGM:C

Value: B

Growth: D

Momentum: F

Summary

Interpublic's top line continues to benefit from higher organic revenue growth. The company continues to look for strategic investments and buyouts to expand in high-growth regions and key world markets. It has opportunities from the emerging and developing markets. The company's consistent dividend payments and share buybacks boost investors' confidence and positively impact earnings per share and consequently its share price. Partly due to these positives, the company's stock has improved in a years time. On the flip side, global presence makes Interpublic vulnerable to foreign currency risk. The company's cash position is affected by seasonality in business due to clients' fluctuating annual media spending budgets and changing media spending patterns. Client concentration and high debt are major concerns.

Price, Consensus & Surprise

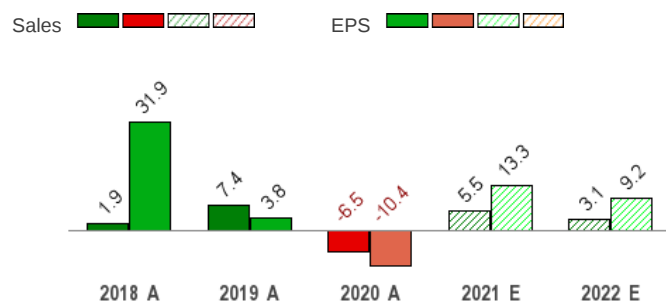


Source: Zacks Investment Research

Data Overview

52-Week High-Low	\$26.65 - \$11.63
20-Day Average Volume (Shares)	3,898,334
Market Cap	\$10.0 B
Year-To-Date Price Change	8.7%
Beta	1.02
Dividend / Dividend Yield	\$1.08 / 4.0%
Industry	Advertising and Marketing
Zacks Industry Rank	Top 39% (99 out of 253)

Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	4.9%
Last Sales Surprise	0.9%
EPS F1 Estimate 4-Week Change	5.2%
Expected Report Date	NA
Earnings ESP	0.0%
P/E TTM	14.8
P/E F1	13.0
PEG F1	11.8
P/S TTM	1.1

Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2022					8,773 E
2021	1,962 E	2,039 E	2,117 E	2,389 E	8,507 E
2020	1,972 A	1,853 A	1,955 A	2,284 A	8,065 A

EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2022					\$2.14 E
2021	\$0.14 E	\$0.37 E	\$0.55 E	\$0.90 E	\$1.96 E
2020	\$0.11 A	\$0.23 A	\$0.53 A	\$0.86 A	\$1.73 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 02/19/2021. The report's text and the analyst-provided price target are as of 02/22/2021.

Overview

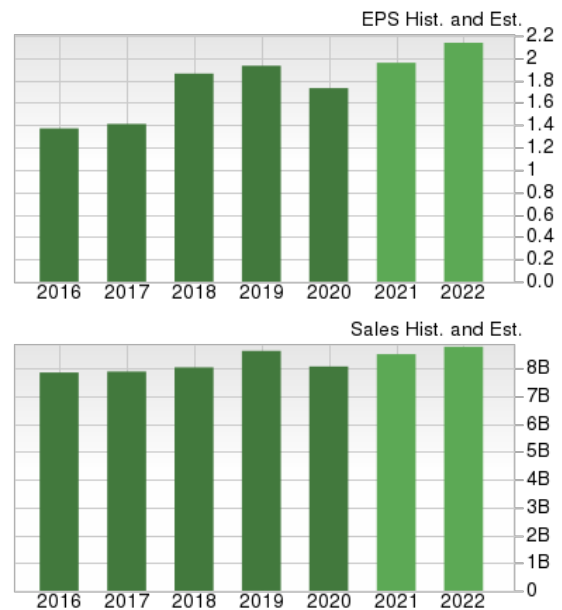
New York-based Interpublic Group of Companies Inc., together with its subsidiaries, provides advertising and marketing services worldwide. The company was founded in September 1930 as a successor to the advertising agency businesses founded in 1902 and 1911 by A.W. Erickson and Harrison K. McCann, respectively, and was formerly known as McCann-Erickson. In 1961, the company was re-incorporated in Delaware and was named The Interpublic Group of Companies.

Interpublic specializes in consumer advertising, digital marketing, public relations, communications planning and media buying, and specialized communications disciplines. It provides multi-channel advertising and communications and marketing services such as meeting and event production, public relations, sports and entertainment marketing, corporate and brand identity, and strategic marketing consulting to a broad list of customers in more than 110 countries. The company focuses on point-to-point client interaction which enables accurate decision-making and enhanced customer focus.

Interpublic's agencies create customized marketing programs for clients that include large global marketers as well as regional and local clients. Comprehensive global services are offered to multinational and local clients in markets across the world as these clients target brand building, increase in sales and market share. Solutions vary from project-based activity involving one agency to long-term, fully integrated campaigns created by multiple IPG agencies working together.

The company has two revenue segments, **Integrated Agency Networks (IAN)**, comprising FCB, Lowe, McCann Worldgroup, IPG Mediabrands, digital specialist agencies and our domestic integrated agencies, and **Constituency Management Group (CMG)**, consisting of a number of specialist marketing service offerings.

The company has undertaken a number of strategic moves in the recent years to fend off competition and strengthen position in the global advertising and communications market. These include, investment in senior talent, increase in digital capabilities, investments in emerging and strategic markets, use of integrated marketing solutions and acquisitions. Interpublic's peers include WPP, Omnicom, Clear Channel and Publicis.



Source: Zacks Investment Research

Reasons To Buy:

- ▲ Interpublic's digital capabilities, **diversified business model** and geographic reach offer a distinctive competitive advantage. The company is expected to achieve targeted levels in the coming quarters based on diversification across emerging regions and collaboration/integration across agencies through technological improvement. Moreover, the company continues to look for strategic investments/acquisitions to expand in high-growth regions and key world markets.
- ▲ Interpublic's top line continues to **grow organically** driven by growth across its major geographic regions and contributions from net client wins and net higher spending from existing clients (especially in the healthcare sector). The company witnesses organic growth in the United States backed by its media and advertising disciplines. Strong performance of advertising businesses in the United Kingdom and media businesses in the Continental Europe, Latin America and United Kingdom regions also aids organic growth. In 2019, the company witnessed an organic net revenue growth of 3.3%. Growth was 1.9% in the United States and 5.5% in international markets. For 2020, the company expects organic revenue growth of 3%.
- ▲ **Acquisitions** have been one of the key growth catalysts for Interpublic. The company has been continuously acquiring and investing in companies globally to expand its product portfolio, thereby trying to stand up to the rapidly-changing marketing services and media prospects. In recent years, Interpublic has acquired agencies across the marketing spectrum, which includes firms specialized in digital, mobile marketing, social media, healthcare communications and public relations, as well as agencies with full-service capabilities. In 2019, net acquisitions had a positive impact of 5.8% on Interpublic's top line growth which marks an improvement from 1.8% positive impact in 2018.
- ▲ Interpublic has **opportunities from the emerging and developing markets**. To expand its presence in high-growth geographic regions, the company continues to invest strategically. It has made significant investments in Russia, Brazil, India and China, in recent years, to further strengthen its position in these important developing markets. The company holds a majority stake in the Middle East Communication Networks ("MCN"). Further, the buyout of Cappuccino should help Interpublic's subsidiary Weber Shandwick strengthen its foothold across Latin America. Of late, Weber Shandwick has been busy in expanding its operations in Latin America to meet the growing demand from domestic and multinational companies in the region. It already has owned and operated offices in Brazil, Colombia and Mexico and affiliates in Argentina, Chile and Peru. In March 2018, it opened a new office in Bogota, Colombia.
- ▲ We are impressed with Interpublic's **consistent efforts to reward its shareholders**. In 2020 and 2019, Interpublic paid \$398.1 million and \$363.1 million in dividends and did not repurchase any shares, respectively. In 2018 and 2017, the company paid \$322.1 million and \$280.3 million in dividend payments and repurchased shares worth \$117.1 million and \$300.1 million, respectively. Such moves indicate the company's commitment to create value for shareholders and underline its confidence in its business. These shareholder-friendly initiatives not only instill investors' confidence but also positively impact earnings per share. This might have positively impacted the company's price performance, which has improved 6.7% in a years time.

Interpublic's digital capabilities, diversified business model and geographic reach offer a distinctive competitive advantage.

Reasons To Sell:

- ▼ **Client/Customer concentration** can be a major hindrance to Interpublic's business. The company has a large and diverse client base which includes some of the most popular companies and brands throughout the world. Interpublic's top ten clients accounted for almost 17% of net revenues in 2019, 18% in 2018 and 20% in 2017. The company's largest client accounted for nearly 3% of net revenues in 2019 and 4% of net revenues in 2018 and 2017. This implies that Interpublic highly relies on its large clients for a significant portion of revenues. Maintaining strong client relationships by retaining the older ones while attracting newer is important for Interpublic. A reduction in advertisement spending by any of the big clients can significantly dent the company's top-line growth.
- ▼ Interpublic's cash position is affected by **seasonality** in business. This is because of clients' fluctuating annual media spending budgets and changing media spending patterns which varies throughout the year with different localities. Seasonality is observed in the first nine months of a year, with the biggest impact in the first quarter.
- ▼ With agencies located in more than 100 countries, Interpublic's global presence makes it vulnerable to the **risks associated with foreign currency exchange rate fluctuations**. The company earns around 38% of revenues from operations outside the United States, with businesses transactions occurring in currencies other than the U.S. Dollar, such as the Australian Dollar, Brazilian Real, British Pound Sterling, Canadian Dollar, Chinese Yuan Renminbi, Euro and Indian Rupee. Notably, the company's top line was unfavorably impacted by foreign currency translation of 0.8% during 2020.
- ▼ Interpublic's cash and cash equivalent balance of \$2.51 billion at the end of the fourth-quarter 2020 was well below the total debt level of \$3.47 billion, underscoring that the company **doesn't have enough cash to meet this debt burden**.

Client concentration, seasonality, foreign currency fluctuations and high debt weigh on Interpublic's prospects.

Last Earnings Report

Interpublic Beats on Q4 Earnings & Revenues

Interpublic reported better-than-expected fourth-quarter 2020 results.

Adjusted earnings of 86 cents per share beat the Zacks Consensus Estimate by 4.9% but declined 2.3% on a year-over-year basis.

Net revenues of \$2.28 billion marginally beat the consensus estimate but declined 21.3% on a year-over-year basis. The downside was caused by organic net revenues fall of 5.4% and negative 0.8% impact of net dispositions. Total revenues of \$2.55 billion declined 12.1% year over year.

Operating Results

Operating income in fourth-quarter 2020 came in at \$223.4 million compared with \$491.3 million in the prior-year quarter. Operating margin on net revenues fell to 9.8% from 20.2% in the year-ago quarter. Operating margin on total revenues fell to 8.8% from 16.9% in the year-ago quarter.

Adjusted EBITA came in at \$244.9 million, compared with \$512.7 million at the end of the prior-year quarter. Adjusted EBITA margin on net revenues declined to 10.7% from 21.1% in the year-ago quarter. Adjusted EBITA margin on total revenues rose to 9.6% from 17.6% in the year-ago quarter.

Total operating expenses of \$2.33 billion declined 3.5% year over year.

Balance Sheet

As of Dec 31, 2020, Interpublic had cash and cash equivalents of \$2.51 billion compared with \$1.63 billion at the end of the prior quarter. Total debt was \$3.47 billion compared with \$3.96 billion at the end of the prior quarter.

Dividend Hike

On Feb 10, 2021, the company announced that its board of directors declared a cash dividend of 27 cents per share, up 5.9% from its prior dividend of 25.5 cents. The dividend will be payable to its shareholders on Mar 15, as of record date Mar 1.

During the quarter the company paid out a cash dividend of 25.5 cents per share, amounting to \$99.5 million.

Quarter Ending	12/2020
Report Date	Feb 10, 2021
Sales Surprise	0.87%
EPS Surprise	4.88%
Quarterly EPS	0.86
Annual EPS (TTM)	1.73

Recent News

On **Feb 10, 2021**, Interpublic announced that its board of directors has approved a dividend hike of 6%, thereby raising the quarterly cash dividend from 25.5 cents per share to 27 cents. The dividend will be paid on Mar 15, 2021, to holders of record at the close of business on Mar 1, 2021.

On **Nov 11, 2020**, Interpublic's board of directors declared a quarterly dividend payment of 25 cents per share, payable to its shareholders on Dec 15 as of record date Dec 1.

On **Oct 21, 2020**, Interpublic's board of directors announced the promotion of Philippe Krakowsky to the position of chief executive officer, effective Jan 1, 2021.

Valuation

Interpublic shares are up 8.6% in the year-to-date period and 6.7% over the trailing 12-month period. Stocks in the Zacks sub-industry and Zacks Business Services sector are up 10.6% and 1.1% in the year-to-date period, respectively. Over the past year, the Zacks sub-industry and the sector has lost 5.5% and 5.3%, respectively.

The S&P 500 index is up 4.4% in the year-to-date period and 23.3% in the past year respectively.

The stock is currently trading at 12.89X price to forward 12 months' earnings, which compares to 13.96X for the Zacks sub-industry, 29.99X for the Zacks sector and 22.68X for the S&P 500 index.

Over the past five years, the stock has traded as high as 18.14X and as low as 6.07X, with a 5-year median of 12.87X. Our Neutral recommendation indicates that the stock will perform in-line with the market. Our \$27.00 price target reflects 13.62X price to forward 12 months' earnings.

The table below shows summary valuation data for IPG

Valuation Multiples - IPG					
		Stock	Sub-Industry	Sector	S&P 500
P/E F 12M	Current	12.89	13.96	29.99	22.68
	5-Year High	18.14	16.52	30.67	23.8
	5-Year Low	6.07	9.15	18.71	15.3
	5-Year Median	12.87	12.63	21.62	17.84
P/S F 12M	Current	1.17	0.95	5.63	4.55
	5-Year High	1.25	1.44	5.63	4.55
	5-Year Low	0.55	0.66	2.89	3.21
	5-Year Median	1.03	1.09	3.46	3.68
P/B TTM	Current	3.61	21.44	6.47	6.92
	5-Year High	5.02	21.44	6.54	6.97
	5-Year Low	1.72	1.87	3.22	3.84
	5-Year Median	3.88	10.98	4.96	4.96

As of 02/19/2021

Source: Zacks Investment Research

Industry Analysis Zacks Industry Rank: Top 39% (99 out of 253)



Source: Zacks Investment Research

Top Peers

Company (Ticker)	Rec	Rank
Clear Channel Outdoor Holdings, Inc. (CCO)	Neutral	3
FLUENT, INC. (FLNT)	Neutral	3
Gannett Co., Inc. (GCI)	Neutral	3
Omnicom Group Inc. (OMC)	Neutral	2
Publicis Groupe SA (PUBGY)	Neutral	2
WPP PLC (WPP)	Neutral	3
cbdMD, Inc. (YCBD)	Neutral	4
National CineMedia, Inc. (NCMI)	Underperform	4

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

Industry Comparison Industry: Advertising And Marketing				Industry Peers		
	IPG	X Industry	S&P 500	OMC	PUBGY	WPP
Zacks Recommendation (Long Term)	Neutral	-	-	Neutral	Neutral	Neutral
Zacks Rank (Short Term)	2	-	-	2	2	3
VGM Score	C	-	-	A	C	A
Market Cap	9.97 B	67.43 M	27.94 B	14.54 B	NA	14.46 B
# of Analysts	3	2	13	4	1	2
Dividend Yield	3.99%	0.00%	1.41%	3.84%	1.72%	2.21%
Value Score	B	-	-	A	C	A
Cash/Price	0.17	0.17	0.06	0.23	NA	0.24
EV/EBITDA	8.13	2.66	14.71	7.10	NA	NA
PEG F1	11.84	3.98	2.38	2.45	NA	NA
P/B	3.61	2.71	3.87	4.66	1.69	2.02
P/CF	10.27	7.16	15.57	11.06	5.33	7.16
P/E F1	13.14	12.42	20.85	11.49	11.60	12.42
P/S TTM	1.10	1.10	3.10	1.10	NA	NA
Earnings Yield	7.67%	0.68%	4.73%	8.71%	8.62%	8.05%
Debt/Equity	1.24	0.14	0.66	1.85	0.90	0.89
Cash Flow (\$/share)	2.49	0.12	6.64	6.12	2.70	8.24
Growth Score	D	-	-	B	C	B
Historical EPS Growth (3-5 Years)	10.05%	1.44%	9.32%	6.19%	NA	NA
Projected EPS Growth (F1/F0)	13.10%	26.33%	13.98%	16.63%	-2.36%	26.33%
Current Cash Flow Growth	-13.63%	-26.14%	2.02%	-15.49%	14.72%	-24.78%
Historical Cash Flow Growth (3-5 Years)	5.73%	5.73%	7.55%	2.46%	14.09%	-2.36%
Current Ratio	1.01	1.04	1.38	0.98	0.99	1.05
Debt/Capital	56.35%	27.14%	41.22%	65.67%	47.23%	47.10%
Net Margin	3.87%	-15.46%	10.60%	7.18%	NA	NA
Return on Equity	26.07%	-22.71%	14.86%	38.03%	NA	NA
Sales/Assets	0.57	0.79	0.51	0.56	NA	NA
Projected Sales Growth (F1/F0)	5.49%	3.95%	6.63%	5.88%	0.00%	2.42%
Momentum Score	F	-	-	A	F	D
Daily Price Change	3.02%	0.00%	0.55%	1.33%	0.49%	1.76%
1-Week Price Change	-5.20%	2.20%	1.44%	0.56%	1.14%	2.20%
4-Week Price Change	3.57%	18.26%	1.51%	7.19%	9.10%	8.44%
12-Week Price Change	10.60%	45.22%	6.62%	5.42%	25.51%	16.35%
52-Week Price Change	2.53%	28.41%	8.08%	-14.13%	27.68%	-7.25%
20-Day Average Volume (Shares)	3,898,334	206,617	2,033,954	1,870,205	55,980	89,654
EPS F1 Estimate 1-Week Change	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
EPS F1 Estimate 4-Week Change	5.20%	0.00%	0.71%	2.46%	0.00%	0.00%
EPS F1 Estimate 12-Week Change	7.07%	0.00%	2.08%	2.46%	6.90%	2.26%
EPS Q1 Estimate Monthly Change	NA%	0.00%	0.23%	NA	NA	NA

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	B
Growth Score	D
Momentum Score	F
VGM Score	C

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.