

How GlobalX Grew its QYLD Nasdaq-100 Covered Call ETF into a Billion Dollar Product

CASE STUDY

Background

Global X was founded in 2008 with the mission of listening to and empowering clients to invest wisely in unexplored and intelligent solutions. It is a mission and responsibility that has endured for more than a decade, and one they carry forward each day.

Assets in Global X Nasdaq-100 Covered Call ETF (QYLD) have almost tripled since the start of 2019, as more investors look to hedge their bets. Jay Jacobs, Head of Research & Strategy, Global X, discusses how working with Nasdaq's team has deepened the scope and reach of marketing and distribution:

Awareness, Education and Promotional Support

As the provider of the Nasdaq-100 benchmark and the listing exchange for the Global X Nasdaq-100 Covered Call ETF (QYLD), Nasdaq plays a key role in educating investors on how the index is constructed and ensuring that investors are aware that the fund is listed and traded on the Nasdaq exchange. As part of our ongoing investor education efforts, we have partnered with Nasdaq on content that provides investors with information regarding the utilization of QYLD specifically, and of covered call strategies more generally, which we believe has been positively received by the investor community. These initiatives build awareness for the fund and the index, while also helping investors understand how they might effectively utilize the fund in a broader portfolio.



Differentiated by Technology

Nasdaq has a strong reputation for being at the forefront of technological development, which can be a significant differentiator – especially for technology-focused indexes. While not purely a technology index, the Nasdaq-100 is an important benchmark that provides access to many of the companies that are leading innovation in the global economy. Investor familiarity with the Nasdaq-100 index has contributed to the growing awareness of our Global X Nasdaq-100 Covered Call ETF, which provides a unique solution for investors looking for alternative sources of income.



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Head of Research & Strategy,
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Potential for Future Partnership

Nasdaq has been a strong partner of Global X for many years, both on the ETF/index development side as well as the ETF listing side. Nasdaq has a strong reputation and a high standards for quality across all of the services the company provides, which are two ideal qualities of a good partner.
