



# MarketReader Launches Its Real-Time Market Analysis Platform and AI Newsletter in Eight Months Using Nasdaq® and AWS

Learn how MarketReader improved the quality of its data and the speed of delivery with Nasdaq Data and AWS.

## Overview

[MarketReader](#) is an artificial intelligence (AI) analytics platform providing the financial sector with data-driven explanations of real-time asset movement. During development, MarketReader experienced delays in data delivery and received incomplete datasets from its initial data provider—which reduced the quality of the platform’s insights. To launch its differentiated product, the MarketReader team moved to cloud-based data solutions from [AWS Partner Nasdaq](#), hosted on Amazon Web Services (AWS), to obtain direct access to high-quality, real-time market data for all US-listed securities. This approach elevated MarketReader’s US market coverage, increased data delivery time by 98 percent, and helped the platform go live within eight months. MarketReader now delivers timely, accurate insights. It publishes a daily newsletter in only seven minutes, driving customer engagement and expanding the newsletter’s reach up to 400 percent beyond MarketReader’s current client base.

## Opportunity | Missing, Delayed Data Keeps MarketReader from Launching

Based in New York City, MarketReader aggregates and analyzes real-time data to help investors, wealth managers, and brokerage firms make more informed decisions. Using AI-driven models, MarketReader monitors market assets for price movements and provides data-driven explanations of their causes. Before launching the platform, CTO and co-founder Web Begole developed a proof of concept designed to deliver a deeper, more accurate view of asset movement by leveraging AI to analyze multiple sources—such as social media, news, and events like IPO filings and earnings reports. To achieve this efficiently, its technology filters out irrelevant noise, such as assets without movement.

“If somebody wants to know why a stock is moving, MarketReader aims to provide answers that rival those of institutional market analysts and financial journalists,” Begole explained. By analyzing multiple data streams, MarketReader derives both quantitative and qualitative conclusions, which are then processed through generative large language models.



## About MarketReader

Founded in 2021 by experts in finance and technology, MarketReader is a next-generation market analysis platform designed to help investors quickly understand asset movements. Individual investors, financial professionals, and enterprise-level clients rely on MarketReader’s AI-powered market intelligence to stay informed on assets and efficiently deliver superior client experiences.

## AWS services used

- Amazon MSK
- Amazon S3
- Amazon ElastiCache

## Benefits and metrics

- 98% faster data delivery
- 100% uptime
- 8 months to launch

These models craft insights that are accessible and understandable for everyone, regardless of their market experience. Leveraging this approach, Begole developed three MarketReader products: a platform offering data-driven insights, trade ideas, and price action analysis; an API that streams real-time equity and macro insights directly to clients' platforms; and a daily newsletter, "MarketReader Minute," designed to attract potential customers while setting a new benchmark for industry news. To ensure that "MarketReader Minute" stands out, Begole integrated generative AI to process the most current data rapidly, delivering polished and timely content ahead of market openings.

When he began product development, Begole drew from generally available data, combined with market data from a subscription service. However, Begole soon found that the data was incomplete, which affected the quality of MarketReader's insights. Incomplete data would also affect historical data over time, hindering the platform's ability to explain anomalies. All of this would make generating a daily newsletter a challenge. "Market data is the core of our platform—we analyze movement for an average of 6,000 assets a day," Begole said. "And we were missing the timeliness and detail of market reactions to new information." That's when Begole began his search for a better, faster data source in hopes of launching MarketReader as soon as possible.

## Solution | Combining Quality Data and Fast Delivery for Outstanding Insights

Begole had already built a prototype of MarketReader on AWS, which would allow him to convert it to a highly performant, easily scalable product without a major migration. As he searched for a better data solution to support the live product, many of the research market data providers he considered sourced market data from Nasdaq. Recognizing the cost inefficiency of paying for an intermediary service, Begole decided to go directly to the source. Nasdaq proved to be an ideal fit for MarketReader for several reasons. First, its flexible service offerings allowed Begole to access only the data he needed without paying for unnecessary features. Second, because Nasdaq Data Link—Nasdaq's market data platform—runs on AWS, it would seamlessly integrate with MarketReader's existing AWS-based architecture. Lastly, Nasdaq provides data on 16,000 US companies and 150 indicators, delivering the robust historical data MarketReader required.

"Nasdaq's data is stored on AWS using [Amazon Simple Storage Service](#) (Amazon S3), which allows us to consolidate, blend, and distribute disparate sets in a way that customers can easily integrate with their systems," said Brandis DeSimone, vice president at Nasdaq Data. Within six months, Begole developed an ingestion process and tested several Nasdaq services to evaluate the speed and quality of insights that MarketReader could deliver. He used [Nasdaq Basic](#) and [Equities 360](#), proprietary data products that provide real-time US equity quotes and trade information and fundamentals data, for the core of his solution. With [Nasdaq Data Link](#), MarketReader could select data from a catalog of more than 250 datasets containing actionable information. The information is compiled from Nasdaq proprietary data and third-party data distributed through Nasdaq. These datasets encompass pricing data, corporate actions, balance sheets, and more—all available from a single platform.

By using [Nasdaq Data Link API](#), MarketReader gains instant access to critical stock market and other related datasets, including [Equities 360](#), a purpose-built data service that combines multiple sources of US equity market data for a streamlined, all-in-one experience.

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**Brandis DeSimone**  
VP, Nasdaq Data

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**Web Begole**  
CTO and Co-Founder,  
MarketReader

This significantly reduces development time by simplifying complex data quality and relationship management processes. MarketReader uses [Amazon ElastiCache](#) for orchestrating and sharing data among financial models, allowing individual models to exchange insights and collaborate efficiently. Amazon ElastiCache also consolidates outputs from various models for final summarization, ensuring seamless integration and real-time processing. To ingest and process event streams, MarketReader uses [Amazon Managed Streaming for Apache Kafka](#) (Amazon MSK). With its built-in, no-code AWS integrations, Amazon MSK allows MarketReader to seamlessly source and process real-time data streams, adding contextual depth to stock market data. “Nasdaq gives us years of detailed, minute-by-minute history, and Equities 360 ensures that we’re aware of fundamentals and events and happenings inside of the asset. Other third-party vendors couldn’t provide that, but Nasdaq made it easy,” Begole explained. “The Kafka-based streaming is highly performant, so we’re able to get those trades as soon as they come in.” These capabilities gave Begole the confidence to launch MarketReader to the public and start generating revenue, as well as publish “MarketReader Minute” daily.

## Outcome | Reliable, Detailed Data Takes MarketReader Live

Only eight months after Begole first started ingesting data into MarketReader from Nasdaq, the platform went live. “Once we got the Nasdaq data into the system, the quality went up significantly,” Begole said. “We are able to stand behind our analysis without needing to read every single output.”

Nasdaq and AWS reduced the delays MarketReader had seen with its original setup, going from up to a minute wait time down to microseconds—delivering information 98 percent faster. With more detailed data served in real time—and a 100 percent uptime—MarketReader has been able to consistently produce the timely, highly informed insights it promises customers.

This also facilitated daily publication of “MarketReader Minute,” which Begole’s team compiles in only seven minutes using generative AI. Real-time data and rapid compilation mean MarketReader can publish just before the market opens, providing readers with the most up-to-date information. MarketReader can offer this publication free to anyone because it takes so few resources to create. As a result, the newsletter reaches four times the audience of MarketReader’s client base, creating a steady sales funnel for continuous growth. “Not only is it driving readers to sign up for the platform, but it also shows our potential B2B clients what MarketReader can do,” Begole said. Using additional AWS services, MarketReader plans to allow individual clients to customize content based on their unique portfolios.

## About AWS Partner Nasdaq

Nasdaq is a global technology company serving corporate clients, investment managers, banks, brokers, and exchange operators as they navigate and interact with the global capital markets and the broader financial system. Nasdaq’s offering of data, analytics, software, exchange capabilities, and client-centric services enables clients to implement business vision with confidence. Nasdaq® is a registered trademark of Nasdaq, Inc. The information contained above is provided for informational and educational purposes only, and nothing contained herein should be construed as investment advice, either on behalf of a particular security or an overall investment strategy. Neither Nasdaq, Inc. nor any of its affiliates makes any recommendation to buy or sell any security or any representation about the financial condition of any company. Statements regarding Nasdaq-listed companies or Nasdaq proprietary indexes are not guarantees of future performance. Actual results may differ materially from those expressed or implied. Past performance is not indicative of future results. Investors should undertake their own due diligence and carefully evaluate companies before investing. **ADVICE FROM A SECURITIES PROFESSIONAL IS STRONGLY ADVISED.** © 2025. Nasdaq, Inc. All Rights Reserved.

