



2020 RESEARCH INITIATIVE

CUSTOMER DATA ANALYSIS

Level 1: **Audience Insights**

Demographic and geographic profiles. What core/niche/opportunity customers look like and where they come from.

Level 2: **Enhanced Audience Insights**

Level 1 plus psychographics, lifestyle data and media use. How to reach your ideal targets and how to find more potential customers (look-a-likes).

Level 3: **Transactional Data**

Level 2 plus sales data analysis. High performing geographic areas, ROI reporting, new customer reporting, etc.

CURRENT AOR CLIENTS

Current AOR clients should receive an updated Level 2 customer analysis report annually (or semi-annually depending on their commitment/spend level). This allows Studio to track core/niche/opportunity targets and make updated research-driven recommendations on media and messaging.

NEW AOR CLIENTS

A Level 2 customer analysis report is included in any onboarding of new clients. This leads to developing core/niche/opportunity targets, media recommendations and possibly messaging. We also layer-in secondary sources as needed. **Price breaks are rewarded for multiple reports.**

Level 1: \$1,500 • **Level 2:** \$2,000 • **Level 3:** Cost based on the Scope of Work

Secondary Data: Includes Scarborough, Claritas, and AdMall. Sources used in the development of sales collateral and pre-sale proposals. We do not charge advertisers for access to this data however it should be used for growing existing business and securing new business.

Looking Forward: We have new company-wide research agreements with access to national data. This will allow us to work with clients in any market. Once Insights training is complete we will have the ability to build strategy.