



## **Harnessing the power of your audience:**

Let's say that you charge premium rates for site or publication. Why should an advertiser hesitate to go after \$1 CPMs or simply buy TV spots and choose advertising with you instead?

Differentiation is all about how well you bring the value of your audience to life. And bar graphs in PowerPoint presentations can only do so much.

The most successful publishers today understand that the greatest value they can offer advertisers is expert knowledge about the preferences, behaviors, and perspectives of their audience.

The insights gathered from research and direct relationships with the audience will always position publishers to establish exceptional relationships with customers. Such expertise is also the taproot for creating the best audience experience, product development, and marketing solutions.

We often begin by exploring how you are currently gathering and using your audience knowledge. We can offer a collaborative analysis of how you:

- Identify the power and influence of your audience in relation to specific key account current goals
- Gather, analyze and present research
- Directly engage your audience

We then assess together ways that you use that knowledge to advance your key account relationships and business. Additionally, we can also examine the ways that you utilize audience knowledge to generate superior content and advertising products.

When we have gathered the relevant information, we share our perspectives and provide recommendations on how you can turn audience intelligence into sales, marketing and product development success. We will offer solutions that you can execute yourself or we can collaborate with you to implement.

