

Customize Your Marketing

We offer a variety of custom services to help you maximize the value of your brand.

Whether you're looking to analyze and strengthen your own marketing tools or if you are simply trying to move your products and services through the sales channel, we have the right service to meet your needs.

Custom Marketing Services include:

- Targeted Lead Development
- Custom Content
- Marketing Research
- Mobile Site Integration
- Web Analytics
- Interactive Audit
- Integrated Marketing Communication Audit
- Social Media Management
- Communication Sequence Mapping

Our goal is to support the specific needs of the customer. When it comes to custom marketing services, the options are limitless...let your imagination do the talking and we'll help you meet your needs!



Reach the Right Customers in Less Time with Targeted Lead Development

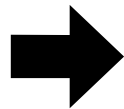
Do you need to precisely target your marketing efforts to the right industry decision makers? The steps are simple to start acquiring the quality leads that match your target audience:

- 1** Select from our demographics to make-up your targeted list:
 Geographic
 Business
 Job Title/Function
 Building Type/Size
- 2** We deliver an email outreach offering your brand message to the targeted list.
- 3** Your "Call to Action" statement drives recipients of your email to a custom landing page with an offer to download or inquire about your product offerings and solutions. The information we capture can be customized to your data needs.

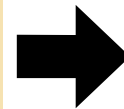
BUILDINGS can help you overcome sales challenges and get a better return for your marketing investments with its one-of-a-kind lead development tool.

If effective lead generation is something you desire, we can create a turn-key email outreach to meet your specific business objectives and get the targeted leads you are looking for.

1 Select demographics to create your targeted list of recipients.



2 Your email outreach is delivered to your targeted pool.



3 Recipients are driven to your custom landing page where we collect the data that fits your needs.



Direct Our Audience to Your Marketing

The BUILDINGS database connects you to those hard-to-find decision-makers who are looking to spend billions of dollars on construction and modernization projects.

With strong behavioral tracking of our highly responsive list of major building owners and facilities management professionals, we can put you in touch with a specific segmented audience that meets your marketing objective. We can help you customize a package to deliver direct mail postcards, email campaigns and more to your target.

Direct Mail List Rental

List Charges (rates for one-time use only)

Minimum order: 3,000 names

Price: \$180 net per one thousand names

Direct Mail Postcards

Your personalized message can be delivered to the desk of your targeted list using our turn-key postcard marketing. With your content creative and selection of targeted audience, we can deliver a professional direct mail piece to the audience that best fits your needs.

Contact your media consultant for specific pricing based on your requirements.

E-Mail List Rental/E-Mail Marketing

An effective way to get your content consumed is to send it directly to the inboxes of your target audience. You can rent our list and have us send out your HTML e-mail or have us flow your content into one of our custom templates.

List Charges (rates for one-time use only)

Minimum order: 3,000 names

Price: \$400 net per one thousand names - Sent from third-party

Price: \$600 net per one thousand names - Sent from BUILDINGS

Targeted List Selections Help You reach your target

- Audience
- Geographic
- Business
- Job Title/Function
- Building Type/Size
- One per Company
- A/B Split

Key Code
Email Opens/Clicks
Print subscribers
E-newsletter subscribers
Webinar attendees

Content Marketing

Give your content a voice with BUILDINGS

Share your story with our audience of building owners and facilities management professionals no matter what channel they use:

Online | In email | On social | On podcasts | In print

The options are limitless to get your custom content in the hands of more than 123,000 facilities management professionals. We can work with you to create your content so your specific, targeted message reaches those which are most important to you. Or bring your already produced content to us and use our select options to get your story seen.

CONTENT CREATION

BUILDINGS will create your story and deliver your message to the commercial buildings marketplace. We have an exceptional staff of content creators ready to put a voice to your story.

BEST VALUE

	A LA CARTE RATE	BUNDLE RATE
Strategy session teleconference (1 hour); 1 or 2 phone interviews with experts; 500-800 word article created in first person by expert; Click-through optimization and links; Designed into useable PDF document; Hosted on Buildings.com (CMS) for up to one year	\$4,900	\$15,500
4-page article published in BUILDINGS Magazine	\$13,000	
4 social media posts	\$800	
3 editorial mentions in BUILDINGS push emails	\$6,600	
3 related content links on Buildings.com	\$1,500	
Placement in our CMS and publication on Buildings.com	\$800	

CONTENT SYNDICATION

If you have created your own content in-house or through an agency, we offer a special content syndication package to ensure you reach your target audience.

BEST VALUE

	A LA CARTE RATE	BUNDLE RATE
Review and feedback of submitted content by our experts against current best practices	\$1,000	\$15,500
Enhanced homepage listing	\$1,000/two weeks	
30 minute podcast	\$3,000	
4-page article published in BUILDINGS Magazine	\$13,000	
4 social media posts	\$800	
3 editorial mentions in BUILDINGS push emails	\$6,600	
3 related content links on Buildings.com	\$1,500	
Placement in our CMS and publication on Buildings.com	\$800	

BUILDINGS and i+s eBookshelf

Our readers have repeatedly asked us for more detailed information on specific topics.

Bookshelf to help our readers do their jobs more effectively.

In this series we will blend original content from our editors, syndicated subject matter from industry experts as well as original content from sponsors like you. You are the expert in your field. Let us get this expertise in front of our 229,000+ unique readers. Each eHandbook will address a crucial, timely subject important to our audiences of designers, architects, building owners, and facilities professionals.

Sponsorship of this eHandbook

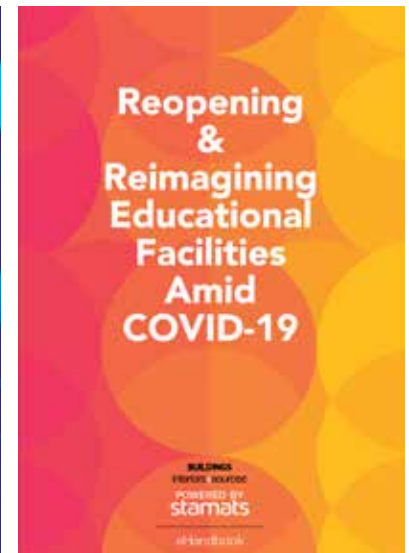
Sponsors receive a robust lead generation program accompanied by branding and thought leadership. This program is guaranteed to hand your team qualified sales leads of facility professionals, architects, and designers in need of your products and solutions.

You receive:

- Leads of all recipients who have downloaded the eHandbook
- Full page ad within this content rich platform
- Thought leadership through placement of your case study, white paper, or CEU within this editorially generated tool. First two pages of your content will be featured with links to complete article at your desired URL
- Launch of the eHandbook will be promoted within each of our weekly eNewsletters to 75,000+ each time
- Promoted via all social media platforms
- Promoted in the digital edition of each magazine

\$2900 net

For an additional fee our staff of professional writers will create the case study or CEU on your behalf.



Mobile Site

Every day, 160,000 smartphones are activated within the Android market. Of those users, one-fourth depends upon their phone as their sole access to the internet. Mobile technology is changing the way building owners and facilities management professionals communicate. Mobile sites are no longer simply a luxury for product manufacturers – they're a necessity.

Mobile sites are an extension of your company's online repertoire, however, they require a new way of thinking and design.

A good mobile site is not just about translating an existing website to a smartphone screen. It's about creating new, interactive experiences with your target audience at their most immediate point of engagement – their mobile phone. Mobile sites achieve the greatest return on investment when they are specifically targeted to meet at the intersection of the needs of your company and those of your prospective clients.

Mobile sites should feature simple and seamless design and navigation, succinct calls to action, and provide the prospective client with immediate access to the information they need most (product/service offerings or spec/technical information).

Mobile sites, unlike traditional websites, are not meant to contain every piece of information about your company, but rather very specific key information. BUILDINGS therefore

recommends featuring no more than five top-level pages of content.

Our knowledgeable design and development team understands the mobile user experience and interface, leveraging new technologies such as HTML5 to create the best cross-browser, cross-platform, mobile-optimized experience.

We start with an in-depth analytics review of your company's current site, evaluating analytics for mobile traffic specific to the prospective client audience.

We then work with your company in providing recommendations for the information architecture and content to be included. Finally, we provide your team with two designs of the site (one interior page and home page for each design). Upon your team's selection and approval of the final design, we build the full site. In this way, we ensure that our knowledge of the mobile space intersects with your team's expertise, furthering your company's goals and objectives.

Web Analytics

What are visitors doing on your site?

How do you know if your site is effective for prospective customers?

How can you optimize and further leverage your website and marketing efforts? These are questions that can be answered through a solid web analytics process. Our Google Analytics certified professionals will help you define key performance indicators in order to provide you with actionable metrics.

Proper Setup and Administration

Google Analytics is a free tool that can provide an immense amount of data. While Google does an excellent job of making their analytics platform seem simple and easy to use, there's a lot more to it than just putting the code on your website and looking at the numbers. Whether you already have Google Analytics installed, or need guidance in getting it setup, BUILDINGS can help. Our team of Google Analytics professionals has extensive experience with Google Analytics and will provide guidance for proper setup and train you on best practices in order to ensure proper management and clean data going forward.

Turning Data into Actionable Insight

To improve the return on investment (ROI) for interactive projects, it is imperative that companies develop actionable insights from data and information regarding web traffic and visitor behavior. BUILDINGS will help you understand how to convert the data gathered into actionable information. Our web analytics consulting team will help you quickly understand what visitors are doing on your site, thus making it simple to identify opportunities to increase visitor engagement.

Analytics technology provides you with metrics that will help you make informed

decisions and drive improvements for both your site and marketing campaigns, such as:

- Campaign tracking
- Site engagement
- Conversions
- Average time spent on site
- Page popularity and performance
- Top visitor tasks
- This list is by no means exhaustive. BUILDINGS will work with your team to determine which key metrics are important when considered as a part of your company's marketing goals. We will develop an easy-to-understand dashboard for comparisons while teaching your team to properly understand and make decisions based on that data.

Strong web analytics requires people, process, and technology. Working with you, our team of digital marketing experts will lay out a holistic analytics plan to convert your web data into actionable information. At BUILDINGS, we know that many companies do not have the time or resources to dedicate to web analytics efforts; to that end, our consultants will provide you with analytics management, monitoring, and regular reports to alleviate the day-to-day stresses of your marketing efforts.



Interactive Audit

The BUILDINGS Interactive Audit is a comprehensive review of your company's website and its role in your overall marketing and communication plan.

During the audit, BUILDINGS will:

- Review and define the goals and objectives of your site
- Evaluate the overall look and feel of your site
- Review your information architecture, including link naming and the user experience
- Examine your site's content, including depth of content, style, and tone
- Evaluate your site's integration with other marketing materials, including:
 - Printed literature
 - Social media
 - Email and direct marketing
- Analyze current (organic) search engine rankings
- Evaluate your site's compliance to Section 508
- Compare your site against the sites of three competitors
- Evaluate your current maintenance processes, including the level of satisfaction with the software used to make updates to the site
- Analyze current processes in place for content creation and staffing used to support the website

The audit involves the following three deliverables:

Audit Questionnaire

Prior to BUILDINGS on-site visit, your team will be asked to complete an Interactive Audit Questionnaire. The completed questionnaire will provide important insight into your company, the history of your website, and areas of particular importance and attention. Reviewing this questionnaire before our visit enables us to concentrate on the most critical areas during our time at your company.

On Site Visit

After the questionnaire has been completed, an interactive expert from BUILDINGS will visit your company for one day. During the visit, we typically arrange 30- to 45-minute interviews with the following:

- The President or Chief Marketing Officer
- Web team (if one is established)
- Key members of your IT staff who have responsibilities for the external web site
- Webmaster or Web Director
- Marketing staff
- Content owners and/or authors
- Other individuals as requested and appropriate
- Audit Report and Presentation

The Interactive Audit report is a 30- to 40-page audit analyzing each of the above topics. It will also outline clear and succinct recommendations for the evolution and future iterations of your website. While the content of each report is unique and customized for individual clients, the Interactive Audit report typically includes the following deliverables:

- Executive summary that stresses the most important findings and recommendations
- Analysis of the current site and ways in which the company pushes audiences to the site
- Evaluation of staffing, technology, and other web support systems and structures
- Analysis of your site's integration with other marketing materials

INTEGRATED MARKETING COMMUNICATION AUDIT

A comprehensive review of how well your company communicates to its most important internal and external audiences.

Because ours is an integrated approach, we evaluate your efforts against a three-tiered model that includes strategic, organizational, and message integration. During the course of this audit, we will also examine the resources – people, dollars, and technology – that support your integrated marketing communication efforts.

During the audit, BUILDINGS will:

- Evaluate the relationship between the strategic plan and your integrated marketing communication plan
- Review primary integrated marketing communication goals
- Review existing marketing and market-planning research
- Examine your message segmentation strategies
- Evaluate centralized vs. decentralized marketing communication efforts
- Analyze staffing, organization, budget, and the role of technology in your communication strategy
- Examine internal communication efforts
- Evaluate the efficacy and integration of your chief external brand and direct marketing efforts, including:
 - Publications
 - Advertising
 - Direct
 - Web
 - Social Media

Evaluate how you measure the return on investment of your key strategies

The audit involves three complementary activities:

- Completion of the marketing communication audit questionnaire
- The site visit
- The final report

Audit Questionnaire

The in-depth audit questionnaire provides important insight into your company and your marketing communication efforts before the visit, so we can concentrate on the most critical areas during our site visit.

Company Visit

After the questionnaire has been completed, BUILDINGS will visit your company for up to two days. During the visit, we would like to arrange 30- to 45-minute interviews with the following:

- The President or Chief Marketing Officer
- Chief Marketing Communication Manager
- Marketing communication staff
- Selected group of staff
- Chief IT/web facilitator
- Other individuals as requested and appropriate

BUILDINGS will also complete up to four focus group sessions during the visit.

Final Report

The Integrated Marketing Communication Audit report will include a thorough analysis of the audit questionnaire, our visit, your primary print and electronic media and channels. Embedded within the report will be clear and succinct recommendations. Major recommendations will be summarized at the end of the report.

While the content of each report is unique and customized for individual clients, the report typically addresses the following topics:

Situation analysis, including a review of key marketing communication issues and opportunities facing the company
 Evaluation of current marketing communication plan and goals, including budget and staffing, staff resources, and organization
 Review of your primary external and internal marketing and communications efforts
 Specific recommendations for improving marketing communication strategies
 Budgeting and resource allocation
 Marketing research recommendations
 Executive summary that stresses the most important findings and recommendations

Return on Your Investment

This audit will return real and calculable value to your company, including:

- More consistent understanding of marketing concepts among senior team members
- Increased effectiveness of your marketing programs and practices
- Better stewardship of marketing resources including budgets

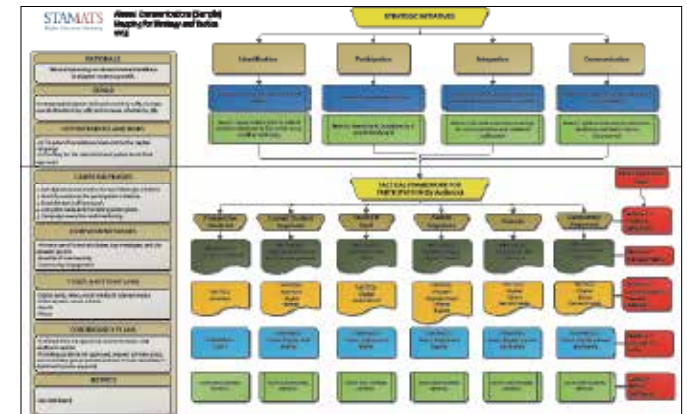
Communication Sequence Mapping

Ensuring that each one of your communication initiatives is strategic, effective, and the best use of resources is essential to meeting your goals. Each contact should serve a strategic purpose, continue and enhance your unique story, and arrive at the optimal time. Communication sequence mapping is a collaborative review and mapping of the materials that comprise your communication sequence. The exercise will reveal missed opportunities as well as points of over-saturation to help reduce costs, increase conversion, and improve your overall return on investment. The exercise is extremely useful to manufacturers who want to:

- Define and improve communication tactics for reaching and maintaining contact with prospects
- Attach analytics and tracking codes to tactics, tracks, and/or initiatives
- Increase conversion rates
- Identify marketing performance by source codes
- Develop a ranking matrix
- Integrate email, phone, social media, or other digital assets
- Improve internal buy-in for new communication activities
- Provide training for staff on current processes
- Apply key messaging strategies and segmentation
- Develop metrics and return-on-investment calculations
- Maximize the potential of existing inquiry management system

Project Details

BUILDINGS' skilled consulting team will collaborate with your team to walk through each aspect of your communication plan starting with target audiences and/or inquiry sources, and then moving through each communication touch point to these audiences.



The scope of this exercise addresses the following:

- Goals and objectives
- Marketing initiatives
- Current challenges
- Prospecting and event-driven inquiry generation
- Messaging and segmentation
- Call-to-action strategies
- Communication stages
- Analytics tracking
- Conversion rates
- Web and social media integration
- Technology considerations

Deliverables

The ultimate goal of this exercise is to identify opportunities to optimize and streamline your existing communication processes. Upon completion of a detailed visual representation, the BUILDINGS team will provide recommendations to improve the overall success of your communication efforts. Our recommendations are based on marketing "best practices" in conjunction with your existing infrastructure, technology, and resources. Your company will also receive a color-coded 11x17 map for reference and to provide you with a snapshot of your segment-specific process from year-to-year as you develop new goals and objectives. Additionally, you will receive a prioritized recommendations document, based upon the results of the sequence mapping exercise, that will help you to attain your overall goals.

Social Media Management

Various social media platforms such as Facebook and Twitter are an incredibly powerful tool for product manufacturers.

These platforms provide an excellent means of communication and engagement for prospective clients, current clients, and more. Many companies are already leveraging these platforms in ways that are effectively driving sales and increasing yield.

Social Media Assessment & Strategy

Every social media platform has its own set of specific best practices and guidelines. While seemingly simple guidelines, these practices, if not followed, stand to threaten your company's online reputation. BUILDINGS will work with your team to develop best practices and a comprehensive brief that outlines your entire approach to social media, including objectives and tactics for achieving goals, a work flow for addressing feedback, and a plan for ongoing web participation.

BUILDINGS will offer companies with already established social media accounts an optimization assessment, ensuring each social presence has been set-up and established appropriately on the platform. This includes reviewing graphic elements such as background or avatars, information fields and any necessary clean-up.

For those companies that do not yet have an established presence, BUILDINGS will work with your company to set-up and establish the account, leveraging existing creative and content to create any needed background, avatars or profiles images and populate information fields with strong marketing content.

Advanced Features for Facebook – Custom Tabs or Applications

Leveraging custom tabs and applications on your Facebook Page are a great way to engage first-time visitors to the Page, serve additional content to users, and tie-in existing presences to populate your Page's content (without having to recreate content manually for Facebook). Examples include using a custom tab that pulls in a company's current YouTube channel or Twitter stream, or a default Welcome tab, a graphically appealing tab which would appear only to visitors that have not yet "liked" the Page. Facebook tabs and applications can be as simple and complex as desired, and will be determined following a simple discovery process with the client.



Build and Grow New Business Opportunities

BUILDINGS Magazine provides Custom Professional Sales and Marketing Programs to Identify – Target – and Grow New Business!

PROGRAMS CAN BE TAILORED TO YOUR NEEDS AND YOUR BUDGET.

STANDARD PROGRAMS START AT \$3,000 (30 HOURS).

- BUILD, UPDATE OR QUALIFY PROFESSIONAL SALES/MARKETING LISTS AND DATABASES
- SET UP PROFESSIONAL APPOINTMENTS TO INTRODUCE TARGET CLIENTS TO YOUR COMPANY
- RECRUIT AND BUILD ATTENDANCE FOR ANY BUSINESS EVENT
- LEAD FOLLOW-UP AND QUALIFICATION ASSISTANCE FOR ANY TYPE OF BUSINESS LEAD – TRADE SHOW, WEBINAR, ADVERTISING, WEB, ETC. WITH ABILITY TO INTERFACE WITH CRM PROGRAMS (SALESFORCE, ETC.)
- MANAGE PROFESSIONAL IN-BOUND PRODUCT INQUIRY OR FULFILLMENT REQUESTS

LEAD FOLLOW-UP/ QUALIFICATION

COST: \$3,000 (30 HOURS)

THIS IS NOT THE DIAL-FOR-DOLLARS PROGRAM YOU MAY HAVE USED IN THE PAST. THIS IS A HIGH-ENERGY, QUALITY ENCOUNTER WHICH WILL DELIVER READY-TO-TALK PROSPECTS. NOTHING BEATS A PROFESSIONAL CONTACT.

- TURN TRADE SHOW, WEBINAR, WEB OR OTHER ANY OTHER LEAD INTO NEW BUSINESS OPPORTUNITIES BY IDENTIFYING HIGH POTENTIAL LEADS.
- INCLUDES PHONE VERIFICATION OF CONTACT INFORMATION AND UP TO FIVE QUALIFYING QUESTIONS TO DETERMINE INTEREST LEVEL AND/OR BUSINESS POTENTIAL.

LEAD GENERATION

COST: \$3,000 (30 HOURS)

HITTING THE WALL GENERATING NEW LEADS? THIS PROGRAM IS FOR YOU, BECAUSE IT TAPS PROPRIETARY DATABASES BASED ON YOUR CRITERIA. THESE NAMES COME FROM REPEATED CONTACT, NURTURING, AND A RELATIONSHIP. IT'S NOT THE QUANTITY, BUT THE QUALITY THAT COUNTS HERE.

- ACCESS TO PROPRIETARY DATABASES TO DEVELOP A NEW LIST OF TARGETED PROFESSIONALS – GENERAL CONTRACTORS, ENGINEERS, ARCHITECTS, BUILDING OWNERS AND MORE.

- LIST TO INCLUDE COMPANY NAME, CONTACT, ADDRESS, PHONE AND EMAIL ADDRESSES WHERE AVAILABLE.



PROFESSIONAL APPOINTMENT SETTING

COST: \$6,000 (60 HOURS)

THERE IS NO TARGET WE CAN NOT IDENTIFY AND HIT. THIS PROGRAM IS NOT FOR EVERYONE. IT IS A HIGH-LEVEL, APPOINTMENT SETTING PROGRAM THAT WILL PUT YOU OR YOUR SALESPeOPLE IN THE C-SUITE OR WHEREVER YOU NEED TO BE. LIKE ALL OUR PROGRAMS, IT'S BASED ON QUALITY, NOT QUANTITY.

- ASSISTANCE IN IDENTIFYING AND SETTING UP APPOINTMENTS WITH TARGETED COMPANIES OR PROFESSIONALS TO INTRODUCE COMPANY, PRODUCTS OR SERVICES.

- INCLUDES SENDING A CUSTOM DIRECT MAIL LETTER FOLLOWED BY PHONECALL TO SETUP AN APPOINTMENT.
- CUSTOMIZED APPOINTMENT SYSTEM ALLOWS ON-LINE ACCESS TO PROJECT PROGRESS AND APPOINTMENT SCHEDULE.

BUSINESS EVENT RECRUITMENT

COST: \$6,000 (60 HOURS)

IF YOU'VE EXPERIENCED DISAPPOINTMENT WITH YOUR EVENTS, THIS PROGRAM IS FOR YOU. OUR HIGHLY SKILLED RECRUITERS WILL UNCOVER, CONTACT AND DELIVER HIGHLY VALUED TARGETS TO YOUR EVENT.

- ASSISTANCE IN RECRUITING ATTENDANCE AT ANY BUSINESS EVENT – TRADE SHOW, PUBLICITY EVENT, WEBINAR, NEW PRODUCT DEMO, FOCUS GROUP, ETC.
- CAN INCLUDE OUT-BOUND/IN-BOUND PHONE, DIRECT MAIL OR WEB SUPPORT.
- INCLUDES ASSISTANCE WITH SCREENERS AND MARKETING MATERIALS.

CUSTOM PROGRAMS

BUILDINGS MAGAZINE CAN FURTHER CUSTOMIZE ANY OF THESE PROGRAMS TO PROVIDE THE SUPPORT YOU NEED TO BUILD AND GROW YOUR BUSINESS. FOR EXAMPLE:

- IN-BOUND PHONE SUPPORT FOR NEW PRODUCT INQUIRIES/FULFILLMENT
- SPIFF PROGRAM DESIGN/SUPPORT
- SALESFORCE® ADMINISTRATION
- PROJECT SATISFACTION FOLLOW-UP PROGRAMS
- TECHNICAL SUPPORT PROGRAMS

ALL CUSTOM PROGRAMS WILL BE ESTIMATED BASED ON TIME AND MATERIALS AND CAN START AS LOW AS \$6,000 (UP TO 60 HOURS).

PROGRAM EXPECTATIONS

- CHOOSE HOW YOU USE YOUR HOURS
- PROGRAMS INCLUDE CUSTOM SCRIPTING, DATABASE DESIGN, DEDUPING AND PROJECT STATUS REPORTS
- ALL PROGRAMS PROVIDE CUSTOM PROJECT SUMMARY REPORT AND DATABASE COMPATIBLE WITH CRM
- ALL INFORMATION IS CONFIDENTIAL AND PROPRIETARY TO YOUR PROJECT
- TIMELINE FOR MOST PROGRAMS IS 4 TO 6 WEEKS

MARKETING RESEARCH SERVICES

Your marketing decisions must be built on a foundation of solid research.

BUILDINGS and *Stamats Research* specializes in helping commercial building product and service providers like you to understand the perceptions, motivations, and behaviors in the commercial building marketplace.

We offer a complete range of quantitative and qualitative marketing research services including:

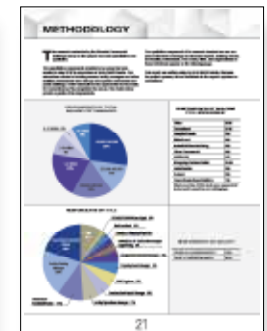
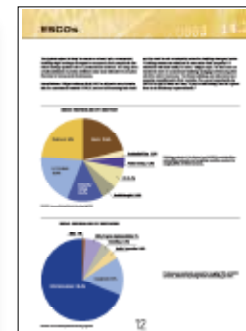
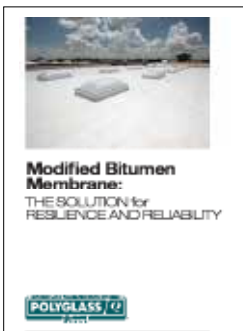
- Image and perception studies
- Brand marketing studies
- Competitive positioning studies
- New product marketability studies
- User habits and trends

Our Rich Audience Data and a thorough understanding of the commercial building marketplace allows us to segment this research by:

- Our brands
- Subscriptions to our publications and/or newsletters
- Job title
- Interest in product categories
- Attendance at events such as webinars
- Geography by region, country or state
- Email activity
- Who opened our newsletters
- Items clicked on within our newsletters, either individually or by category
- How often a user clicked within our newsletters

Types of research available include:

- Adoption of New Products, Services, and Technologies
- Advertising Testing
- Brand Awareness and Usage Testing
- Brand Image and Perception Survey
- Choice-Based Modeling
- Competitor Assessment
- Customer Satisfaction Study
- Employee Satisfaction Studies
- Environmental Analysis Study
- Geospatial Analysis
- Lost Customer Assessment
- Needs-Based Segmentation
- New Geographic Market Profiling
- Pricing Elasticity Study
- Product Concept Testing
- Purchase Decision Study/Influencer Mapping



MANAGE. MARKET. DEVELOP.

With over 100 years combined expertise in audience development we can provide the expertise you need to make your data work for you.

The data you collect is powerful, yet sometimes difficult to analyze because it is in separate information silos. By integrating the data into one singular source, you have the ability to identify audience trends, analyze behavior, create custom and targeted profiles, and identify content or product interests. Begin utilizing your data and see faster response to opportunities and threats, improve efficiency/customer experience, and gain a competitive advantage.

Choose the level of service that's right for your organization. We can provide everything from full-service audience development to database hosting and data maintenance depending on the needs of your brands and your team. We work with you to develop a list of services that work for you.

Here is a list of services SDM can provide:

Unduplicated integrated database

The heart of what makes SDM unique. Most fulfillment solutions house data in separate silos of information making it difficult to analyze how your audience engages with your brands.

We collect all the data you have and integrate it into one single database solution, giving you the ability to view everything your audience is engaged with: newsletters, live events, webinars, digital, print, subscriptions and much more!

Stop paying for data housed in multiple databases- put it all together with SDM.

Database management & marketing

Your data can be analyzed to identify their behavior, trends, and target your next marketing campaign for generating personalized communications. Advanced list queries target audiences you need by searching on channels, demographics, interaction, etc.

Data processing

Processing of accurate data; mailing information, subscriptions, emails, forms, and opt-outs across all databases in accordance with database best practices, postal, brand qualifications, and standardization guidelines. Our team has 35 years combined experience in accurate data processing and fulfillment.

Stamats Research Services

Adoption of New Products, Services, and Technologies

Introducing a new product, service, or technology to the marketplace is one of the most capital-intensive initiatives a business or organization can undertake. To make the most of your investment, Stamats offers a suite of research activities designed to help you develop and refine competitive ideas, isolate most valued features, identify optimal price ranges, and create an informed launch strategy.



INFORMATION-DRIVEN INSIGHT: STAMATS CAN HELP YOU LEVERAGE THE POWER OF RESEARCH TO GUIDE THE DEVELOPMENT OF NEW PRODUCTS, SERVICES, OR TECHNOLOGIES.

Here, our services include:

1 Idea generation:

Through dynamic workshops, focus groups with staff and customers, observational research with customers in their own environment, and secondary data searches for similar products, Stamats can help your team generate innovative new ideas.

2 Idea screening:

Refine the ideas you'd like to pursue by vetting them with potential users, heavy users, or experts in the field. This activity typically involves conducting in-depth interviews, workshops, and other feedback-driven group work. Stamats' staff can assist in writing or producing the concepts and facilitate the concept screening sessions.

3 Concept testing:


Once ideas move beyond the screening level, each concept is refined and a more thorough prototype is produced. At this stage, the more detailed your concept is, the more reliable the test will be. Concept tests are conducted with target audience members in order to better understand product strengths and vulnerabilities before finalization.

4 Choice-based modeling studies:

Stamats' research team can execute a quantitative analysis to pinpoint which feature sets and price ranges are most preferred by your target audiences. This activity may run concurrently with concept testing.

5 Trade show introductions:

If you'd like to introduce your new product, service, or technology at a trade show, Stamats can design a custom survey instrument to formally measure reactions and collect crucial feedback. Conducted via paper form, mobile device, kiosk, or laptop, surveys allow visitors to maintain their anonymity while providing opinions free of bias from sales staff and other representatives.



ADVERTISE WITH GREATER IMPACT: STAMATS' AD TESTING SERVICES CAN IMPROVE THE EFFECTIVENESS OF YOUR MESSAGE, INCREASE ROI, AND HELP YOU MAKE THE MOST OF YOUR MEDIA SPEND.

Stamats Research

Advertising Testing

Testing a new ad campaign prior to launch can provide valuable insights on how well the message and creative approach will resonate with your target audiences. By testing advertisements with actual consumers, your business can resolve any issues prior to campaign roll-out and maximize your media investment.

Advertising provided for testing may take many forms including:

- Print ads, bulletins, fliers, and brochures
- Digital logos and digital advertisements
- Digital images, including images of billboards or other outdoor media
- Digital video and audio
- Beta websites, microsites, and specific landing pages (dynamic or non-dynamic)
- Email or other digital forms on mobile devices

Stamats testing methods are customized to fit your needs and goals. Quantitative research (online, in-person, or telephone surveys), qualitative research (focus groups, in-depth interviews, and bulletin boards), and hybrid approaches may be used.

Results from this type of research can guide improvements to overall creative direction or refine specific copy, visual, or tone details. Participants are asked to provide feedback on various ad qualities by answering questions such as:

- How well does this advertisement or message get your attention?
- What is the advertisement's central message?
- How does this advertisement make you feel?
- How does this advertisement make you feel about the sponsor or brand?
- Which elements are appealing? Which are unappealing?
- How well does the advertisement communicate the benefits of the product or service?
- How important are those benefits to you?
- Is this advertisement memorable?
- How believable is this message?
- How important or relevant is this message to you?
- Is there anything missing from this message?
- How much does this advertisement differ from others you've seen for similar products or services?
- Would you be inclined to share this message with your colleagues or professional network?
- How clear is the message in communicating the next steps or desired action?
- How likely is it that this advertisement would influence you to take action (inquire, purchase)?

Stamats Research Services

Brand Awareness and Usage Testing

Testing brand awareness, familiarity, and usage on a regular basis can help businesses and organizations measure the success of their communication and brand-building initiatives. This type of test equips leadership with the information needed to assess marketing progress over time. Without measurable data to establish baselines and uncover branding challenges, it's difficult to allocate marketing dollars strategically and design solutions-focused campaigns.

While branding issues are usually addressed through a larger brand image and perception study, a shorter brand awareness and usage test may be more appropriate and

cost-effective for some clients. Studies can be tailored to focus on a business' primary brand or a specific sub-brand.

Ideally, brand awareness and usage tests are repeated every 1-3 years to track how well your marketing communications efforts have influenced consumers. New studies may be tied to an advertising campaign or conducted as independent projects. Competitor brands can be added to this study in order to provide a comparative figure for analysis.

Topics explored with target audiences include:

- **UNAIDED BRAND AWARENESS:** HOW OFTEN DO CONSUMERS RECALL YOUR BRAND NAME IN A PARTICULAR PRODUCT

OR SERVICE CATEGORY?

- **AIDED BRAND AWARENESS:** HOW OFTEN DO CONSUMERS RECOGNIZE YOUR

BRAND NAME WHEN IT'S DISPLAYED OR READ ALOUD?

- **BRAND UNDERSTANDING:** CAN CONSUMERS ACCURATELY

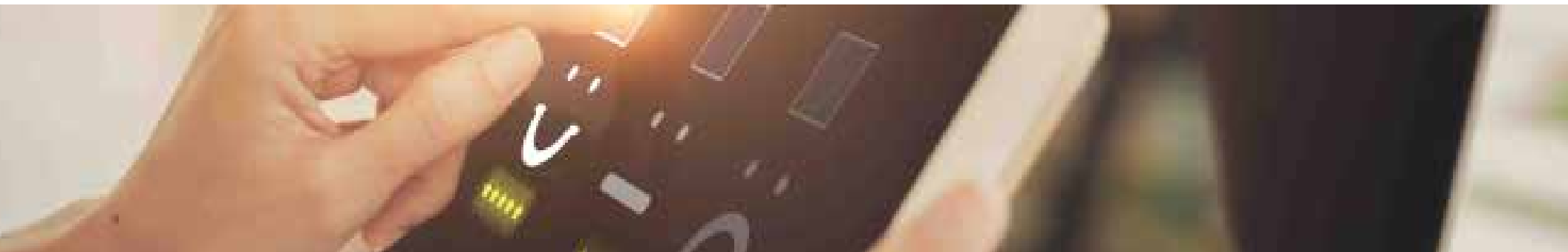
DESCRIBE YOUR BRAND OR PRODUCT ATTRIBUTES IN RESPONSE TO UNAIDED QUESTIONS?

- **BRAND APPEAL:** HOW MUCH DO CONSUMERS LIKE THE BRAND?

- **BRAND PREFERENCE:** TO WHAT DEGREE DO CONSUMERS PREFER YOUR BRAND OVER COMPETITORS' BRANDS?

- **BRAND TRIAL:** HAVE CONSUMERS EVER USED YOUR BRAND?

YOUR BRAND IS YOUR SINGLE GREATEST ASSET. PROTECT IT BY BETTER UNDERSTANDING HOW IT'S EXPERIENCED IN THE MINDS AND BEHAVIORS OF YOUR TARGET AUDIENCES.



Stamats Research Services

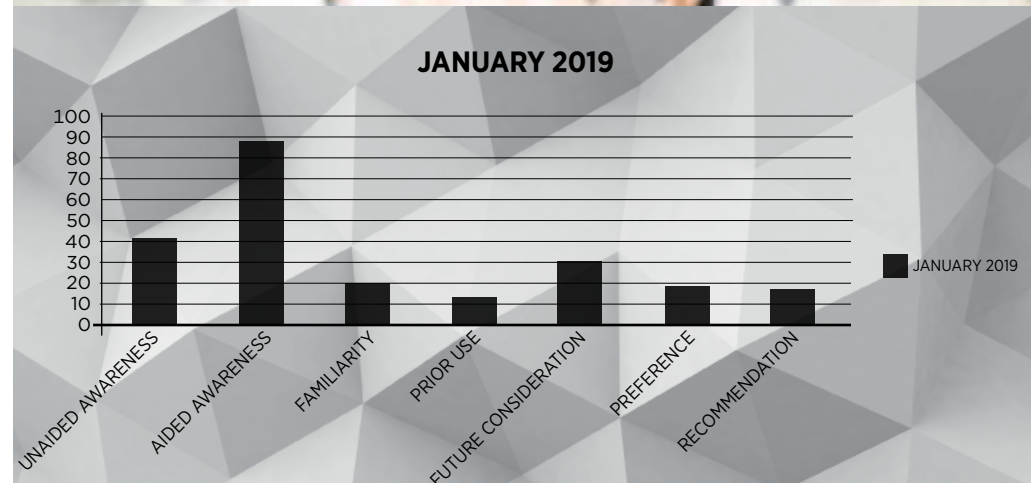
Brand Image and Perception Survey

Also referred to as a brand equity study, a brand image and perception survey provides critical information on the strengths and weaknesses of your brand, which attributes of your brand or product are most valued, and how customers feel about your brand in relation to others. By engaging both active and prospective consumers, an image and perception survey is also instrumental in measuring intent to purchase.

This type of study typically includes the following topic areas:

- Familiarity or awareness with your brand, product, or service (competitor brands are also included to show relative familiarity within a set of peer-level brands)
- Strengths, points of distinction, and attractiveness of your brand
- Challenges or weaknesses of your brand
- Words used to describe your brand, product, or service
- Information sources customers use to learn about your brand
- Purchasers' requirements for choosing a brand, product, or service in your industry
- Purchasers' reasons for or against selecting your brand, product, or service
- Purchasers' intent to take action in relation to your brand (inquire or purchase)
- The rank consumers ascribe to your brand, product, or service in relation to competitors
- Feelings customers have after interacting with your brand
- Appeal and relevancy of particular messages, positions, or promises offered by your brand

The brand image survey helps clients understand and compare perceptions across multiple consumer audiences. Survey findings can guide new strategic marketing and communication plans tailored to specific audiences or refine existing messaging tactics for better results.



Stamats Research Services

Choice-Based Modeling

Choice-based modeling examines the value consumers place on various characteristics of a brand, product, or service. This sophisticated research tool evaluates your business' brand, as well as a number of competing brands by simulating trade-off scenarios. These simulations present the consumer with options comparable to those they would face in the real world.

The choice-based model attempts to determine the most influential attributes in consumers' preferences for a brand, product, or feature. Choice-based modeling has proven itself to be a robust and reliable modeling technique across a wide range of industries and is one of the most popular methods in evaluating both current and potential product and service offerings.

This research approach is particularly well-suited in evaluating a large number of attributes such as price, features, design, performance, and warranties. Businesses of all types use choice-based modeling to optimize the marketing mix of a product or service's features and estimate consumer preference.

How It Works

Using data collected from your target customers via a web-based or telephone survey, a custom model is created to meet your needs and goals. Once the model is established, Stamats can modify particular attributes or components to illustrate how changes influence market share, revenue, or profits.

Before conducting a choice-based modeling survey, it's helpful for businesses to have a clear understanding of the following:

- Decisions that will be made based on study findings
- Departments/divisions within your company that will use the results
- Specific products, services, or scenarios your business is considering
- Number of factors and type of factors desired
- Competitive landscape of your business
- Real-world data from your customer database (for model calibration)



Stamats Research Services

Competitor Assessment

Understanding your competitors and evaluating their strengths and weaknesses is the first step in developing a marketing plan that's strategic and effective. Particularly in shifting or rapidly developing markets, insights gleaned from competitor data can help businesses protect and expand market share.

Marketing Message Review

Using website scans and publically-available data, our team will conduct a review of your primary competitors' marketing messaging. This process includes examining the mission, vision, and strategic direction of your competitors in order to answer the following questions:

- What key product or service benefits are being promoted?
- What is the central marketing message?
- How does your marketing message differ from your competitors?
- What media strategies are your competitors using?

The competitor assessment is often conducted along with an environmental analysis or as part of a larger project. Often, competitor messaging information is used to generate ideas for a related study.

Additional Competitor Data

Competitor data may also be collected by reviewing trade journals and industry reports and from attending trade fairs. Sources such as U.S. Export Portal, PricewaterhouseCoopers industry reports, and Hoover's Online may also be used for reference.

Additional competitor data which may be collected and analyzed include:

Company Data

- Sales volume, market share, and profits
- Capital expenditures
- Number of employees
- Production capacity
- Research and development capabilities

Marketing Operations

- Types of products and service/warranty offered
- Prices and pricing strategy
- Advertising strategy and budget (if made public)
- Size/type of sales force and sales territory
- Distribution system and delivery schedule
- Structure of affiliates, subsidiaries, and international branches

Intentions

- New product developments and current test markets
- Expansions and planned entry into new markets/countries
- Planned capital expenditures

Stamats Research Services

Customer Satisfaction Study

Collecting customer satisfaction data helps businesses identify what's contributing to buyers' purchase experience and what's detracting from it—foundational information for building more effective customer retention and loyalty strategies.

Satisfaction studies are best done on a regular basis in order to identify and resolve issues before they affect a business' broader customer base and to track improvements in the customer experience over time. Periodic studies can help companies pinpoint which features and services keep their customers happy and focus resources on consistent, high-quality delivery.

How It Works

Stamats research team will design the customer satisfaction survey, create the survey instrument, and conduct all fieldwork and analysis. Through in-depth interaction with your business and a thorough understanding of its operation, we can build a custom survey that can be implemented now and leveraged for future needs.

Surveys can be deployed via the web, traditional mail, telephone, mobile applications (including on-site kiosks), or through a hybrid approach. The data collection method can be customized to fit the type of customer contact information your business has on file.

Customer satisfaction surveys typically address the following questions:

- How satisfied were you with the product or service?
- How satisfied were you with particular components of the sales process, delivery, installation, product performance, etc.? (Multiple characteristics can be captured here.)
- How would you rate the marketing materials provided?
- Was the process of choosing this product or service clear or confusing?
- Have you ever contacted customer service about this product or service?
- Would you recommend this product or service to a friend or colleague?
- How likely are you to purchase this product or service again?

Based on the findings, our team will identify customer satisfaction strengths and weaknesses and consult on action points for improvement. Both the survey instrument and the results are considered proprietary—each is owned by you and entirely confidential.



A SATISFIED CUSTOMER IS A LOYAL CUSTOMER. PROTECT YOUR CUSTOMER ACQUISITION INVESTMENT AND STAY ONE STEP AHEAD OF THE COMPETITION BY UNDERSTANDING EXACTLY WHAT DRIVES CUSTOMER SATISFACTION FOR YOUR BUSINESS.

Stamats Research Services

Employee Satisfaction Studies

Because employee attitudes directly influence the customer experience, it's crucial for businesses to thoroughly understand the satisfaction level of their workforce. Companies with high employee satisfaction levels have been found to have lower turnover rates and fewer challenges recruiting the most talented and experienced professionals.

Employee satisfaction studies shed light on the employee experience within an organization and identify specific ways to improve processes, promote goodwill, enrich the customer relationship, and build a more competitive business.

Satisfaction studies are best done on a regular basis in order to identify issues early, resolve them effectively, and track cultural improvements over time.

How It Works

Many employees feel more comfortable

providing honest feedback through a third-party survey where confidentiality is guaranteed. Stamats research team will design the employee satisfaction survey, create the survey instrument, and conduct all fieldwork and analysis. Through in-depth interaction with your company and a complete understanding of its operation, we can build a custom survey that can be implemented now and adapted to meet your future needs.

Surveys can be deployed via the web, traditional mail, telephone, mobile applications (including computer terminals in common areas), or through a hybrid approach. Our team will recommend the appropriate data collection method based on your company's structure or geographic locations and comparisons can be made from one business unit to another.

With topics tailored to fit your needs and goals, employee satisfaction studies typically address questions such as:

- How satisfied are you with your current job or function?
- How would you rate the communication with particular groups or departments?
How would you rate the response time? (Several performance characteristics can be captured here.)
- How satisfied are you with particular benefits, compensation, and other rewards?
- How satisfied are you with the company's business goals? How much do you feel you can contribute towards these objectives?
- How satisfied are you with the training you've been given to perform your job?
- How satisfied are you with the company's culture?
- Would you recommend this company to a friend or relative looking for work?
- What are your suggestions to improve the current work process?

Based on the findings, our team will identify employee satisfaction strengths and weaknesses and consult on action points for improvement. Both the survey instrument and the results are considered proprietary—each is owned by you and entirely confidential.



Stamats Research Services

Environmental Analysis Study

Stamats' environmental analysis is instrumental in pinpointing short and long-term opportunities and forecasting specific challenges that can impact the success of your product, service, or technology.

Macroenvironmental factors we examine may include:

- Demographic trends using sources that include U.S. Census Bureau, U.S. Department of Energy, U.S. Department of Commerce, and more
- Economic trends identified through housing starts, construction statistics, and other key indicators
- Environmental or geographic trends identified with data from Engineering News-Record, U.S. Department of Energy, and more
- Industry trends via data from IBISWorld's Industry Research Reports
- Political and legal trends
- Social and cultural trends such as green construction and LEED-certified building

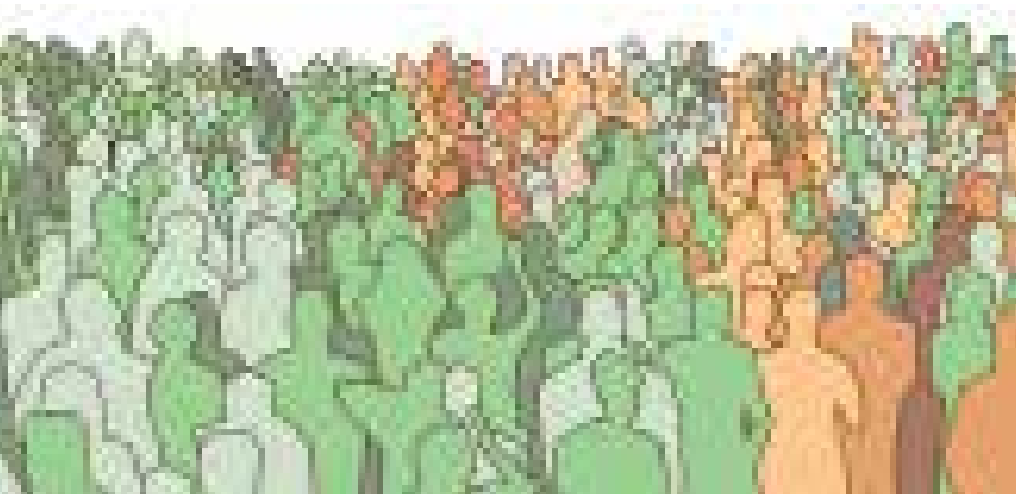
Microenvironmental data sources we use may include:

- Competitor assessments (including brand positioning, messaging and media strategies, advertising budgets, etc.). Typically, Stamats' competitor analysis is conducted through a close review of competitor websites, publications, or direct inquiry.
- Supplier, distributor, and dealer interviews

Publicly available data sources we use typically include:

- U.S. Census Bureau and U.S. Bureau of Labor Statistics
- Competitor websites
- Construction Put in Place economic data
- Trade data from trade associations and trade fairs
- Import and export data from U.S. Export Portal
- Syndicated data from PricewaterhouseCoopers industry reports
- Industry reports generated by states, industry leaders, or publications
- Industry reports generated by national sources such as Architecture Billing Index (ABI), Construction Industry Confidence Index (CICI), Construction Backlog Indicator (CBI), and Confindex Quarterly Reading

While your business may collect some of this information already, Stamats can provide important supplemental data. Infusing new data, analysis, and competitor reviews into a single report can help your management team identify and seize new market opportunities.



Stamats Research Services

Lost Customer Assessment

Stamats' Lost Customer Assessment identifies and measures the root causes of customer attrition and provides a foundation for building more informed and more effective retention efforts. Conducting an in-depth survey with lost customers can shed light on the emotional and intellectual reasons why they've discontinued the relationship or taken their business elsewhere.

Stamats highly recommends this study as part of a business' overall customer monitoring process. The survey can aid your current sales strategy and shape a broad range of customer relationship-building efforts.

Customer surveys typically ask respondents to:

- Identify past purchase behaviors and evaluate purchase experiences
- Rank the most important purchase criteria for the product or service
- Provide reasons for past purchases
- Provide reasons for choosing another vendor or supplier and list other vendors or suppliers considered or chosen
- Evaluate perceptions of the business on key purchase decision criteria, as well those of competing vendors or suppliers
- Evaluate the overall opinion of the brand or company
- Assess the quality of the business' marketing communication from advertising materials, personal contact, sales tactics, and/or purchase experience
- Rank intent to consider the brand or business in the next purchase decision
- Explain what the company could have done better

Surveys may be conducted online, over the telephone, via traditional mail, or through a hybrid approach. Our team can work with you to find the most effective and cost-efficient format to achieve your goals.



RETAIN YOUR MOST PROFITABLE CUSTOMERS, PROTECT YOUR REVENUE STREAMS, AND MINIMIZE NEW CUSTOMER ACQUISITION EXPENSES WITH STAMATS' LOST CUSTOMER ASSESSMENT.

Stamats Research Services

Needs-Based Segmentation

It's a universal truth: Needs and wants drive all market behavior. That's why understanding the needs and wants of your most valued customers—and knowing what to do with that information—can put you miles ahead of the competition.

Needs-based segmentation groups customers into segments based on similar attitudes such as needs, wants, desired benefit sets, and lifestyle. It's an approach that differs significantly from characteristics-based segmentation—a research method that merely defines customers based on traditional criteria such as purchase frequency, size of operation, sales volume, or other variables. Companies highly-focused on customer behavior in product development or brand marketing often rely on needs-based segmentation data to inform and refine strategy.



SEGMENT FOR SUCCESS: PUT CUSTOMERS AT THE HEART OF YOUR PRODUCT, SERVICE, OR TECHNOLOGY. USE BEHAVIORAL-BASED MARKET INTELLIGENCE TO SHARPEN YOUR COMPANY'S COMPETITIVE EDGE.

How It Works

In a needs-based research approach, customers are profiled using demographic information, consumption style, and other key usage habits. Once identified, segments may be ranked by their potential to improve market penetration, shape effective disruption strategies, increase competitive advantage, or facilitate entry into to new markets. Essentially, needs-based segmentation uses the consumer's needs to define which solutions fit and which are likely produce the greatest results.

The process of needs-based segmentation usually involves the following steps:

1. Internal staff members are interviewed in order to understand their knowledge and experience in critical customer areas.
2. Competitive or environmental data is collected in order to assess the product, service, or brand. This market intelligence process is usually completed using publicly available sources.
3. Creative workshops are conducted with internal teams in an effort to develop new ways of exploring/addressing marketplace needs.
4. Exploratory focus groups with customers are conducted in order to identify needs and new ways to problem-solve. Focus groups may also include suppliers, vendors or dealers.
5. To validate the needs segments and segment sizes, primary telephone or web surveys may be initiated with consumers.

Stamats Research Services

Pricing Elasticity Study

Stamats' Pricing Elasticity Study is a powerful research tool that allows businesses to project how changes in the price of a product or service will impact market share within specific audience targets. Using sophisticated survey techniques with sample target audience members (i.e., purchasers and/or consumers of your product or service), the study helps to:

- Determine how changes in pricing will affect overall revenue
- Gauge the relative weight consumers or purchasers place on brand value and price in the decision-making process
- Understand how your position in the set of product choices impacts consumers' willingness to pay
- Isolate the price threshold at which consumers or purchasers balk
- Identify the importance consumers or purchasers place on price and other key product or service characteristics
- Assess how specific consumer or purchaser segments (industry, geographic region, size of organization, etc.) may react to various pricing scenarios

Pricing elasticity studies are also instrumental in gathering image and perception data and identifying which products or product variations generate the most interest among consumers or purchasers.

The majority of pricing models in the marketplace focus on a longitudinal analysis of existing data. While these types of analyses can be helpful, their drawbacks include:

- Reliance on historical data that's incomplete, less accurate, or not representative of today's dynamic marketplace
- Inability to test different price/brand relationships
- Inability to accurately project market share
- Questionable applicability in historically unique market periods or economic conditions

How It Works

Stamats' Pricing Elasticity Study involves the following four sequential steps:

1. Initial discussion to identify the competitor set and price ranges for testing, as well as product or service attributes to be surveyed
2. Execution of a telephone survey of 200-300 prospective consumers or purchasers (and related sub-segments, as identified)
3. Development of a dynamic market simulation model that predicts shares of preference for your business and competitor businesses at specified price points
4. Completion of a final report and the scheduling of an in-person or online presentation to review findings

Stamats Research Services

Product Concept Testing

Few business activities are as capital-intensive as bringing a new product or service to market. To make the most of your investment, it's essential to evaluate consumer response to proposed products and services during their development cycle.

Product concept testing allows you to correct any overlooked flaws that may adversely affect perception, adoption, or sales. Testing gathers target customer feedback by presenting the concept, simulation, beta product, or service to actual consumers prior to launch in an effort to:


- Make a final 'go or no-go' development decision
- Understand what features are most appealing
- Determine how the product or service compares to existing options in the market
- Identify which customer segments will likely be most responsive
- Outline optimal price points

Concepts may be communicated via written description, digital image, physical prototype, website animation or video, or other format that consumers can interact with and evaluate. The more detailed the concept, the more reliable the test will be.

Product concept tests are designed to answer the following questions:

- Are the product or service benefits clearly communicated?
- What do consumers like most/least about the concept?
- Does the consumer understand the concept's overall value?
- How great is the need for this product or service to solve an existing problem?
- What other competitor products or services fill this need?
- How unique is this product or service compared to competitor offerings?
- How does the price of the product or service relate to its perceived value?
- How likely is it that the customer will purchase product or service?
- Who would use this product or service? When and how often would it be used?
- What improvements can be made to the product or service?

Choice-based modeling is a related research tool that can be used in conjunction with product concept testing in order identify consumer preference and project revenue. Both are popular and proven approaches that many businesses incorporate when developing new products.



FIRST COMES FORESIGHT: EVALUATE CONSUMER RESPONSE BEFORE BRINGING A PRODUCT OR SERVICE TO MARKET. OR, USE DATA TO DETERMINE WHICH VARIATIONS OF YOUR PRODUCT OR SERVICE ARE MOST LIKELY TO SUCCEED.

Stamats Research Services

Purchase Decision Study/Influencer Mapping

Understanding what customers experience when purchasing a product or service can help shape a business' strategic marketing, communication, and sales efforts. Typically conducted only with select purchasing decision-makers, this type of study collects information on the following stages of the decision-making process:

1. Problem recognition: What internal or external system is in place to initiate the purchasing process? What circumstances initiate the process for your company's key decision-makers?
2. Information search: What actions does the purchaser take to get information or move toward a decision? What formal or informal actions are purchasers taking to inform the buying process? This is where influencers come into play—whether those influencers are people, publications, industry standards, or personal purchaser knowledge.
3. Evaluation of alternatives: What benefits are purchasers looking for? How important are particular benefits among all benefits offered? What is the perception of alternative products or services currently available in the marketplace?

4. Purchase decision: What are the choice rules that purchasers or their companies set? To what degree is the decision independent or based on the opinions of others? What is the risk to the decision (monetary cost, time pressure, personal factors, functional performance, etc.)?
5. Post-purchase behavior: How does the customer measure post-purchase satisfaction, action, and product usage? How frequently is the product or service disposed of or replenished? What post-purchase service is needed?

Studies can be conducted with recent or prospective purchasers to map the process for your particular product or service. Regional differences can be taken into account by sampling across different areas of the nation.

Logistically, it's important to note that most high-level purchasing decision-makers will only agree to participate in such a study if the sponsor is named and some type of incentive is offered. Also, some government entities and private commercial firms have policies in place that restrict employees from participating in interviews.



UNDERSTAND THE JOURNEY: THE DECISION TO PURCHASE CAN BE FILLED WITH HIDDEN COMPLEXITIES. UNCOVER YOUR CUSTOMERS' PRIMARY INFLUENCERS, INFORMATION SOURCES, CONCERNS, AND PRIORITIES AS THEY NAVIGATE THE BUYING PROCESS.

Stamats Research Services

Marketing Communication Sequence Mapping

Ensuring that each one of your marketing communication initiatives is strategic, effective, and the best use of resources is an essential part of achieving your business goals. Each customer contact should serve a strategic purpose, enhance your unique story, and arrive at the optimal time.

Marketing communication sequence mapping is a collaborative review and mapping of the materials that comprise your entire marketing communication sequence with prospective buyers. By revealing missed opportunities as well as points of over-saturation, the exercise helps reduce costs, increase conversion, and improve your overall return on investment.

Sequence mapping is ideal for businesses that want to:

- Define and improve communication tactics with prospective buyers
- Attach analytics and tracking codes to specific tactics and initiatives
- Identify marketing performance by source codes
- Integrate email, phone, social media, or other communication efforts
- Improve internal buy-in for new communication activities
- Apply key messaging and segmentation strategies
- Develop metrics and ROI calculations for marketing communication initiatives
- Maximize the potential of an existing data management system

Customized Mapping Services

Stamats' mapping services can be scaled to meet your needs and budget.

Options include:

- One-day mapping: This on-site mapping exercise includes a complete map and recommendations
- Mapping with social media: Standard mapping plus an audit of current social

media efforts and integrated recruitment recommendations

- Mapping with analytics: Standard mapping plus an audit of current analytics structure and integrated recruitment recommendations
- Mapping with social media and analytics: This mapping exercise includes complete integration of social media and analytics with recruitment communications

How It Works

In close collaboration with your teams, our consultants will walk through each aspect of your communication plan and audience touch point—from inquiry to active purchaser. The scope of this exercise includes the following:

- CRM/technology review
- Analytics tracking and conversion rates
- Marketing goals and challenges
- Communication stages
- Web and social media integration
- Prospecting and event-driven lead generation
- Channel assessment
- Messaging and segmentation
- Call-to-action strategies

Upon project completion, we'll provide you with an 11" X 17" color-coded map along with prioritized recommendations to improve the overall success of your communication efforts. Your institution will also receive a snapshot of your segment-specific communication process from year-to-year as you develop new goals and targets.

Stamats Research Services

Pre and Post Campaign Testing

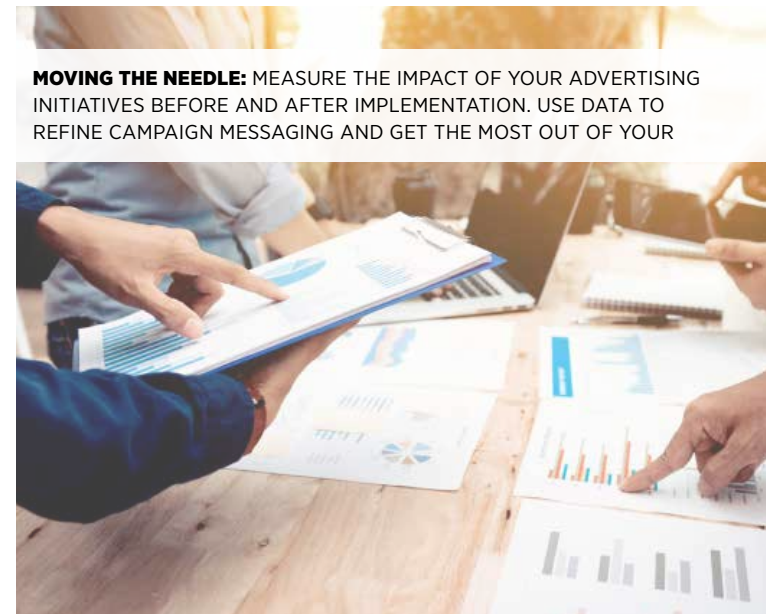
Before launching a new advertising, promotional, or branding campaign, businesses often want to measure product usage, preference, brand awareness, or attitudes toward a brand. This pre-test establishes a baseline of key measurements so that campaign effectiveness or sales lift can be tracked over time.

Once the advertising or promotional campaign has run, a post-test measurement is conducted with the target audience to compare the same measurements. Results provide important insights on whether the campaign positively affected consumer's awareness, preference, usage, or attitude towards the brand or business.

Pre and post testing is particularly valuable in determining what's working and/or not working with a current advertising campaign so that tactical refinements can be made before additional media expenditures are incurred. Various stimuli (advertisements, slogans, images, audio, video, or spokesperson identification) may be incorporated into the post-test after unaided recall is measured.

Topics covered in pre- and post-test surveys typically include:

- Recall of the brand, advertising, or business
- Preference of the brand
- Brand product usage or attitudes toward the brand
- Appeal of various marketing elements (slogan, logo, spokesperson, message, call-to-action, etc.)
- Level of consumer understanding of the main advertising or campaign message
- Elements that are missing or unclear in the campaign messaging
- Likelihood of the consumer to take action (inquire or purchase) based on the advertisement
- Cohesiveness between the campaign and the business' overall brand and values



MOVING THE NEEDLE: MEASURE THE IMPACT OF YOUR ADVERTISING INITIATIVES BEFORE AND AFTER IMPLEMENTATION. USE DATA TO REFINE CAMPAIGN MESSAGING AND GET THE MOST OUT OF YOUR

Stamats Research Services

Available Research Studies

At Stamats, we believe in the transformative power of research—research that offers valuable new insights, shapes innovative strategies, and reveals important competitive opportunities. Every service we provide is designed to help our clients do one thing: Use information to excel in today's dynamic marketplace.

OUR RESEARCH SERVICES INCLUDE:

1. CUSTOMER SATISFACTION STUDY
2. EMPLOYEE SATISFACTION STUDY
3. BRAND IMAGE AND PERCEPTION SURVEY
4. COMMUNICATION SEQUENCE MAPPING
5. COMPETITOR ASSESSMENT
6. ENVIRONMENTAL ANALYSIS
7. LOST CUSTOMER ASSESSMENT
8. NEEDS-BASED SEGMENTATION
9. CHOICE-BASED MODELING
10. PRICING ELASTICITY STUDY
11. ADOPTION OF NEW PRODUCTS, SERVICES, AND TECHNOLOGIES
12. PURCHASE DECISION STUDY
13. ADVERTISING TESTING
14. PRODUCT CONCEPT TESTING
15. BRAND AWARENESS AND USAGE TESTING
16. PRE AND POST CAMPAIGN TESTING

Research Tools and Techniques

Secondary approaches: Identification and analysis of data that exists in the public realm or is available on a fee basis including data from Census and American Community Survey, Bureau of Labor Statistics, Nielsen/NPD/other syndicated data, and geodemographic analysis

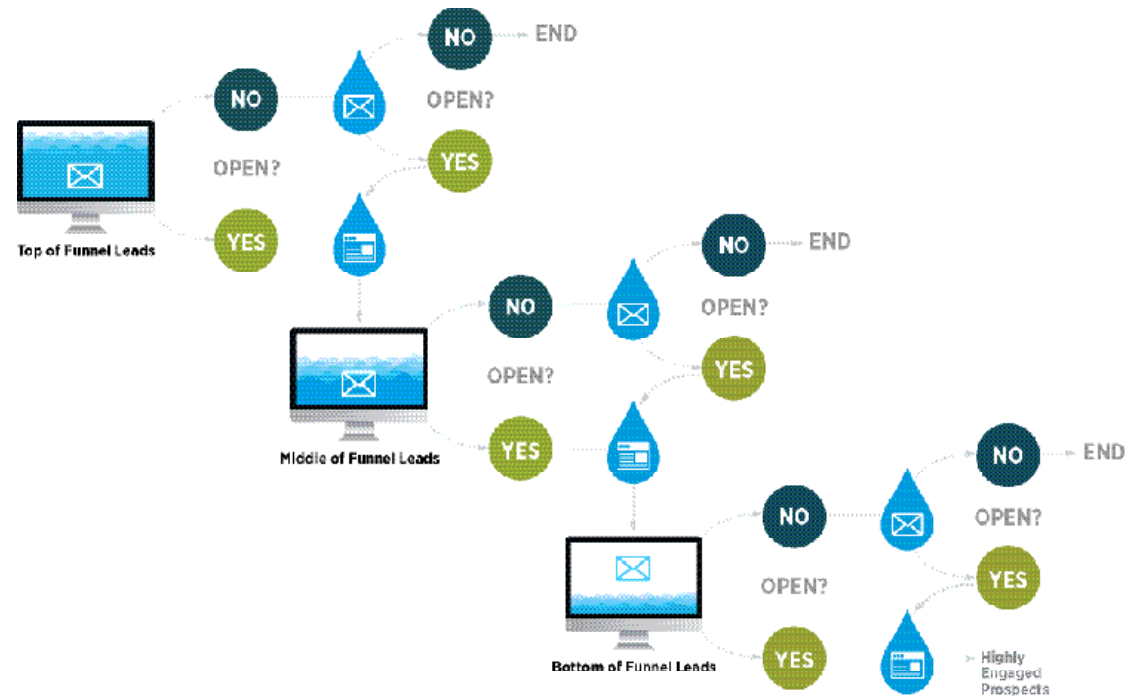
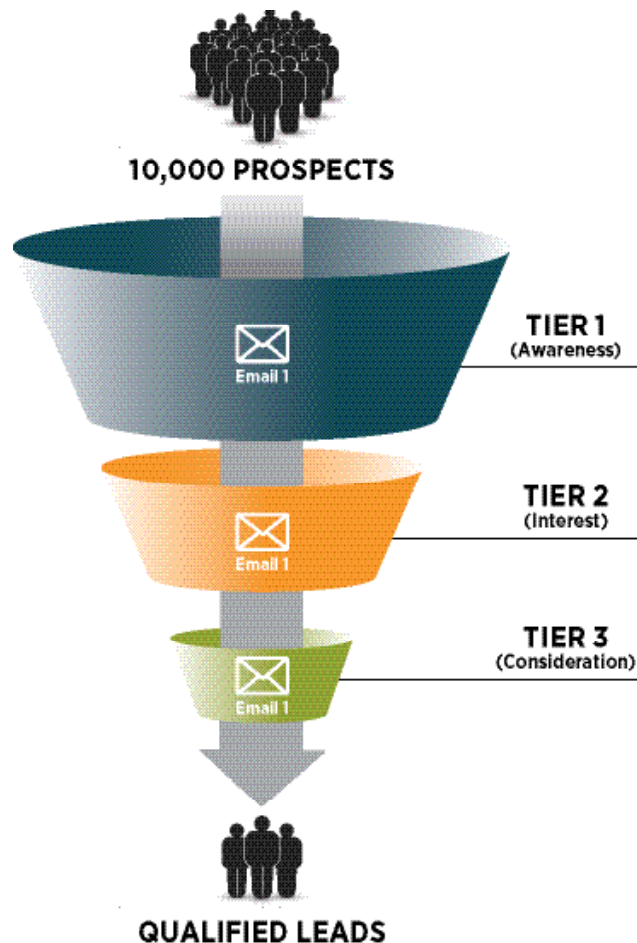
Qualitative approaches: In-depth interviews, focus group recruitment and moderation (face-to-face, telephonic, and online), online bulletin board/moderated discussions, and video and audio diaries

Quantitative approaches: Email invite/web-based surveys, telephone surveys, postal mail surveys, choice-based modeling, online concept testing, online user experience diaries, mystery shopping, product demand/market potential projections, field and tabulation solutions, advanced statistical analysis, data visualization and perceptual mapping, decision process analysis (AHP), resource allocation, GE portfolio mapping, forecasting, and best/worst scaling

Email Lead Nurturing Drip

3-Tier Lead Nurturing Drip Campaign

This is a three-step lead nurture program that utilizes a series of emails and a landing page designed to guide potential customers along the sales journey, from awareness to consideration and ultimately, to purchase.



Pre-Program

Starts with a 30-minute conference call to help identify your content goals and KPI's.

Targeted List

Choose from our database to create a custom list of your target prospects.

Custom Content

Each program includes three mobile-responsive emails and a landing page. Work with our content marketing team to create engaging content that clicks with readers.

Superior Results

This program significantly outperform standard e-blasts, often yielding open rates and CTRs that are three to five times higher.