

# Craig Jaffe Research 360° Leadership in Research & Analytics

Capabilities 2016

**From:** Craig Jaffe Research 360°

**Contact Person:**

Craig Jaffe  
Founder & Research Consultant

Mobile: 917 587 3649

E-mail: [CraigJaffeResearch@gmail.com](mailto:CraigJaffeResearch@gmail.com)

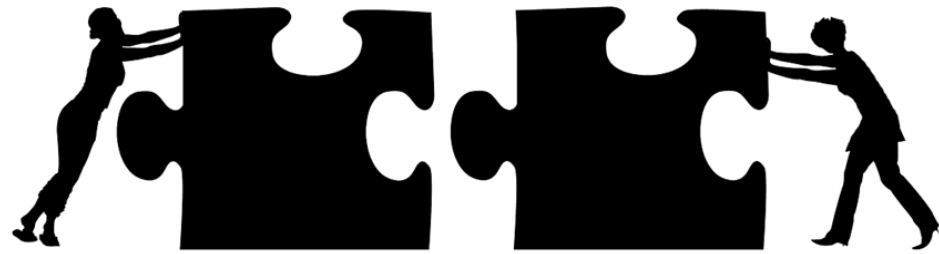


Research 360°



## CAPABILITIES DECK

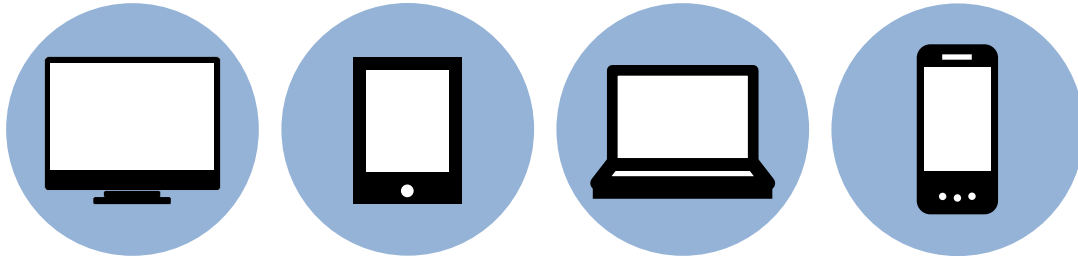
**Why  
Craig Jaffe  
Research 360°**



# Craig Jaffe Research 360° Overview

**24** Years Research & Advanced Analytics

Television, Digital, Mobile



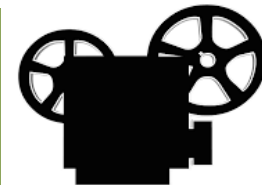
Published



Data Science, Best Practices,  
Methodology, Analysis,  
Industry Resources &  
Custom Studies

**Insights** Supporting...

Advertisers  
Media  
Agencies



Algorithms, Coding, Correlations,  
Modeling, Predictive Analytics, ROI

Developing Standards & Bringing New  
Measurements to Market

# Craig Jaffe Research 360° What We Do

Craig Jaffe Research 360° is a research and analytics consultancy that advises TV networks, digital services, and agencies how to effectively leverage and monetize consumer trends, behavioral shifts and attitudinal dynamics. Our clients hire us to do:

Analytics

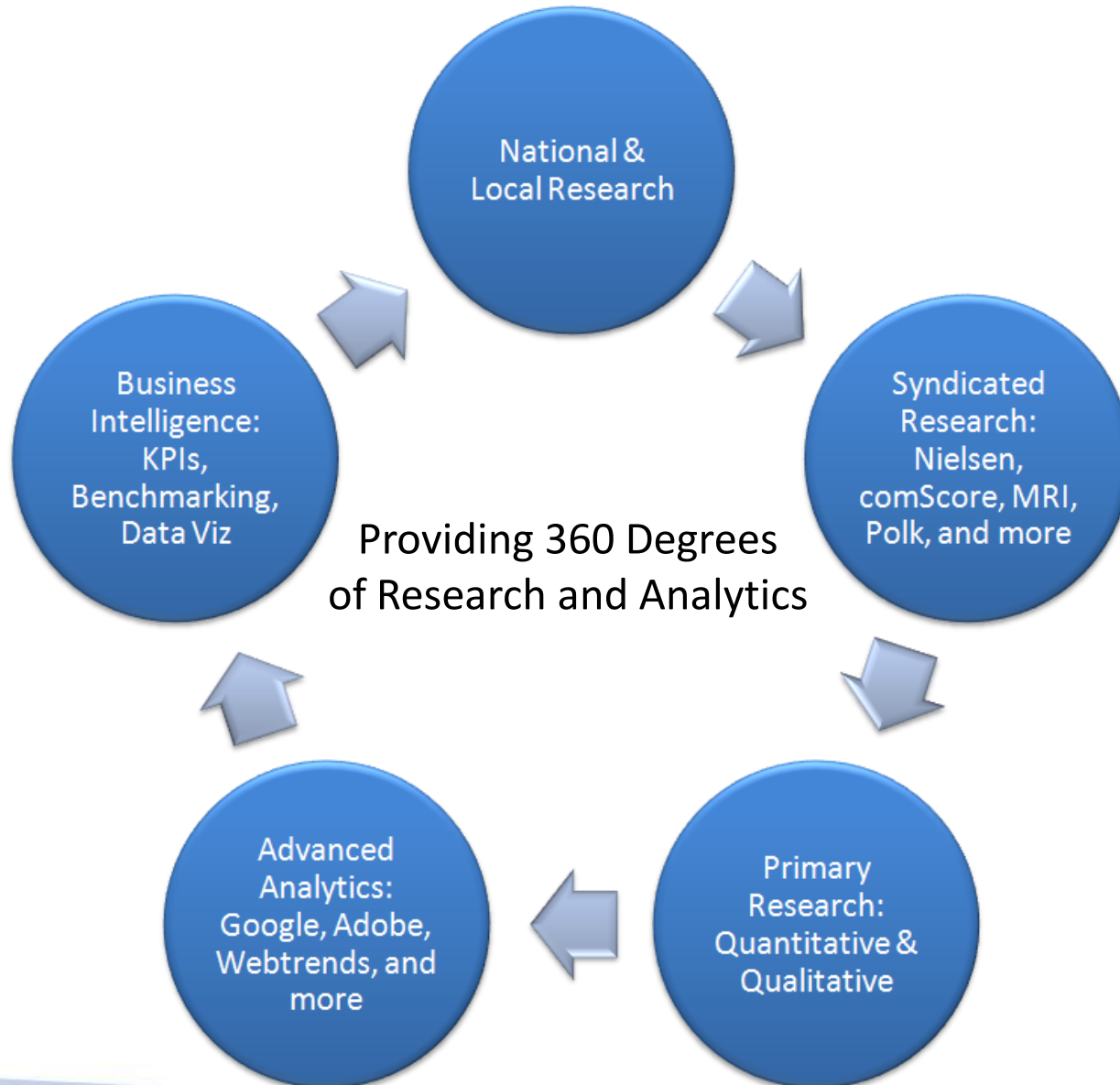
Consumer Insights

Ad Sales Research

Program Research



# Craig Jaffe Research 360° Expertise



# Craig Jaffe Research 360° Resources

Craig Jaffe Research 360° utilizes a variety of resources while working with media and marketing companies operating in the television, digital, and mobile marketplaces.



Nielsen  
comScore  
Rentrak  
GfK MRI  
Polk  
Kantar  
SNL Kagan  
Scarborough

Google  
Adobe  
Webtrends  
Star Media  
Arbitron (Nielsen)  
JD Power  
Simmons  
SQAD

Data Science  
Primary Research  
Quantitative  
Qualitative



# Craig Jaffe Research 360° Executive Bio



Craig Jaffe is an award-winning published research and data strategist. He is accountable for delivering insights that support ad sales, programming and financial goals across all screens and distribution points.

His teams translate data into actionable insights that improve client messaging and competitive standing. Along with his responsibilities for analysis, modeling, and vendor relationships, Craig helps the companies he works for consistently exceed goal.

For full bio, please click [here](#).



# Craig Jaffe Research 360° Nets/Agencies

Works with:

Television networks and publishers to increase ad sales and audiences.

Advertisers and agencies to activate consumer purchase behavior.





# Craig Jaffe Research 360° Responsibilities

Helps Research Departments by:

- Developing strategy
- Producing analysis and reports
- Giving presentations
- Forecasting estimates
- Efficiency in handling resources and staff
- Meeting deadlines for projects and ad hoc requests

Distilling millions of data points down to the most relevant and meaningful insights to help the client think and execute more intelligently about its business.

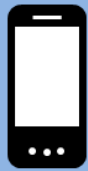
(Available to also fill in for staff on leave)



# Improving Your Business

Schedule a complimentary appointment

Research 360°



**Craig Jaffe Research 360°**  
**Leadership in Research & Analytics**

**Craig Jaffe**  
Founder & Consultant

Email: [CraigJaffeResearch@gmail.com](mailto:CraigJaffeResearch@gmail.com)  
Phone: 917-587-3649  
Website: [www.CraigJaffeResearch.com](http://www.CraigJaffeResearch.com)  
[www.Twitter.com/CraigJaffeR360](https://www.Twitter.com/CraigJaffeR360)  
[www.Linkedin.com/in/CraigJaffeResearch](https://www.Linkedin.com/in/CraigJaffeResearch)

# Questions



# Craig Jaffe Research 360° Leadership in Research & Analytics

Capabilities 2016

**From:** Craig Jaffe Research 360°

**Contact Person:**

Craig Jaffe  
Founder & Research Consultant

Mobile: 917 587 3649

E-mail: [CraigJaffeResearch@gmail.com](mailto:CraigJaffeResearch@gmail.com)



Research 360°



## CAPABILITIES DECK

Copyright © 2016 Craig L. Jaffe and Craig Jaffe Research 360° Leadership in Research & Analytics.