

Craig Jaffe Research 360 Leadership in Research & Analytics

Capabilities 2017

From: Craig Jaffe Research 360

Contact Person:

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Founder & Research Consultant

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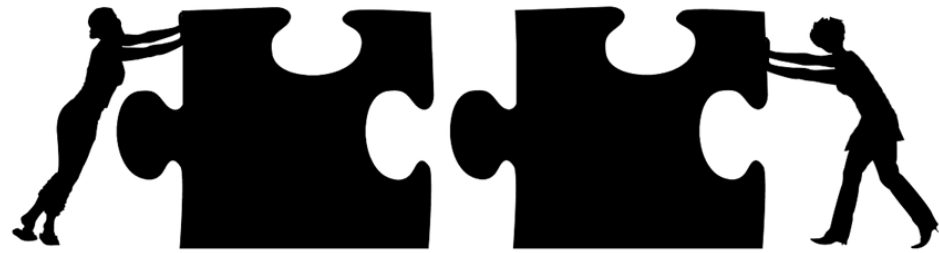


Research 360



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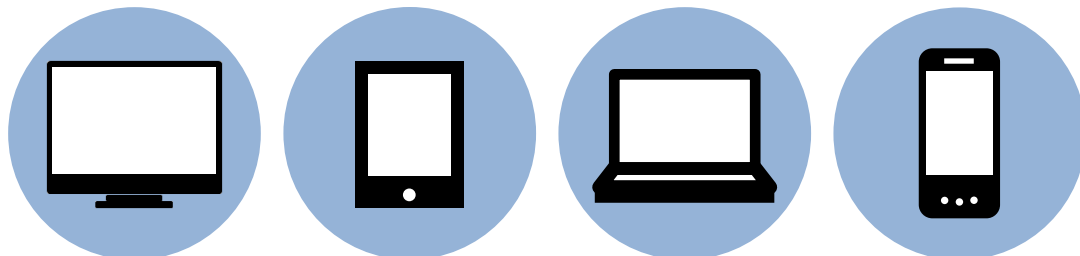
Why Craig Jaffe Research 360



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

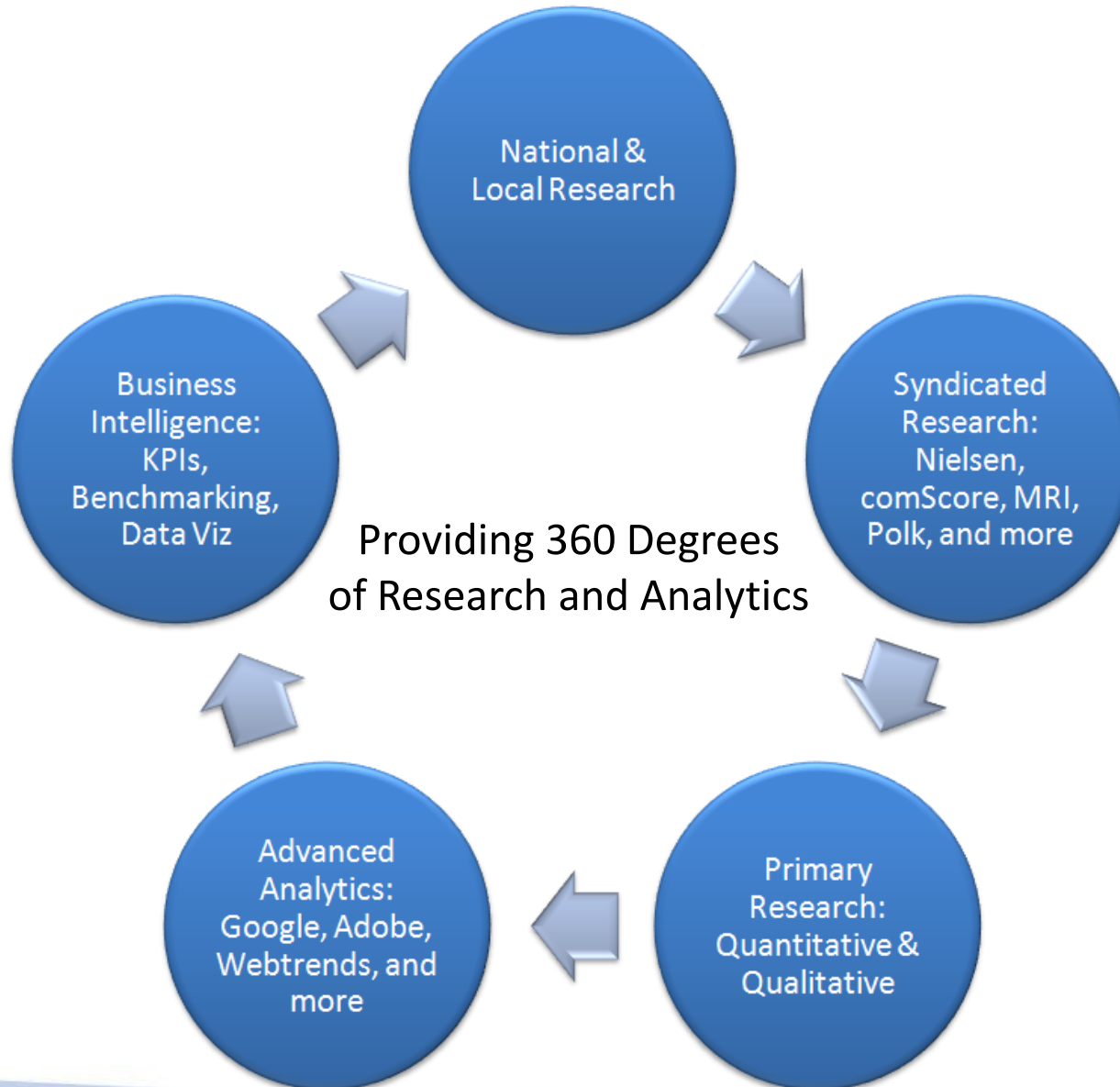
Consumer Insights

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.

He also teaches an MBA/MS Program in Marketing at Baruch College, Zicklin School of Business.

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

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Questions



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