

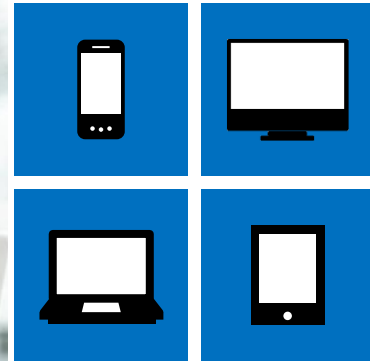
# Craig Jaffe Research & Analytics 360

Capabilities 2018

**Contact Person:**

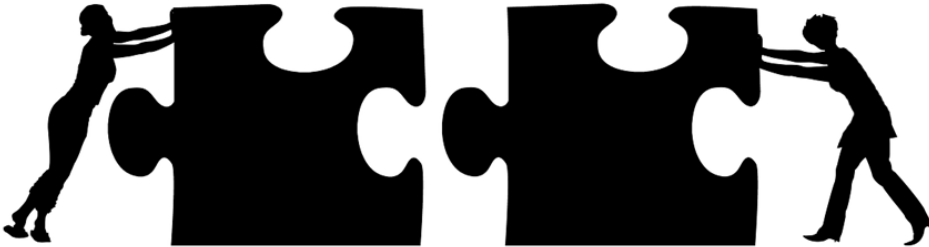
Craig Jaffe  
Founder & Consultant

Mobile: 917 587 3649  
E-mail: [CraigJaffeResearch@gmail.com](mailto:CraigJaffeResearch@gmail.com)



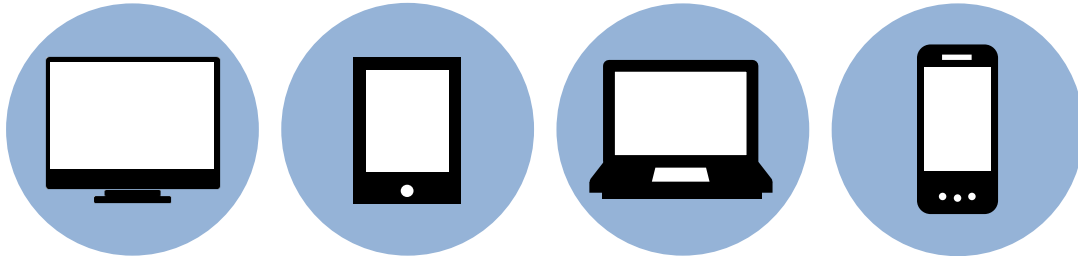
## CAPABILITIES DECK

# Why Craig Jaffe Research & Analytics 360



# Overview

**15+** 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

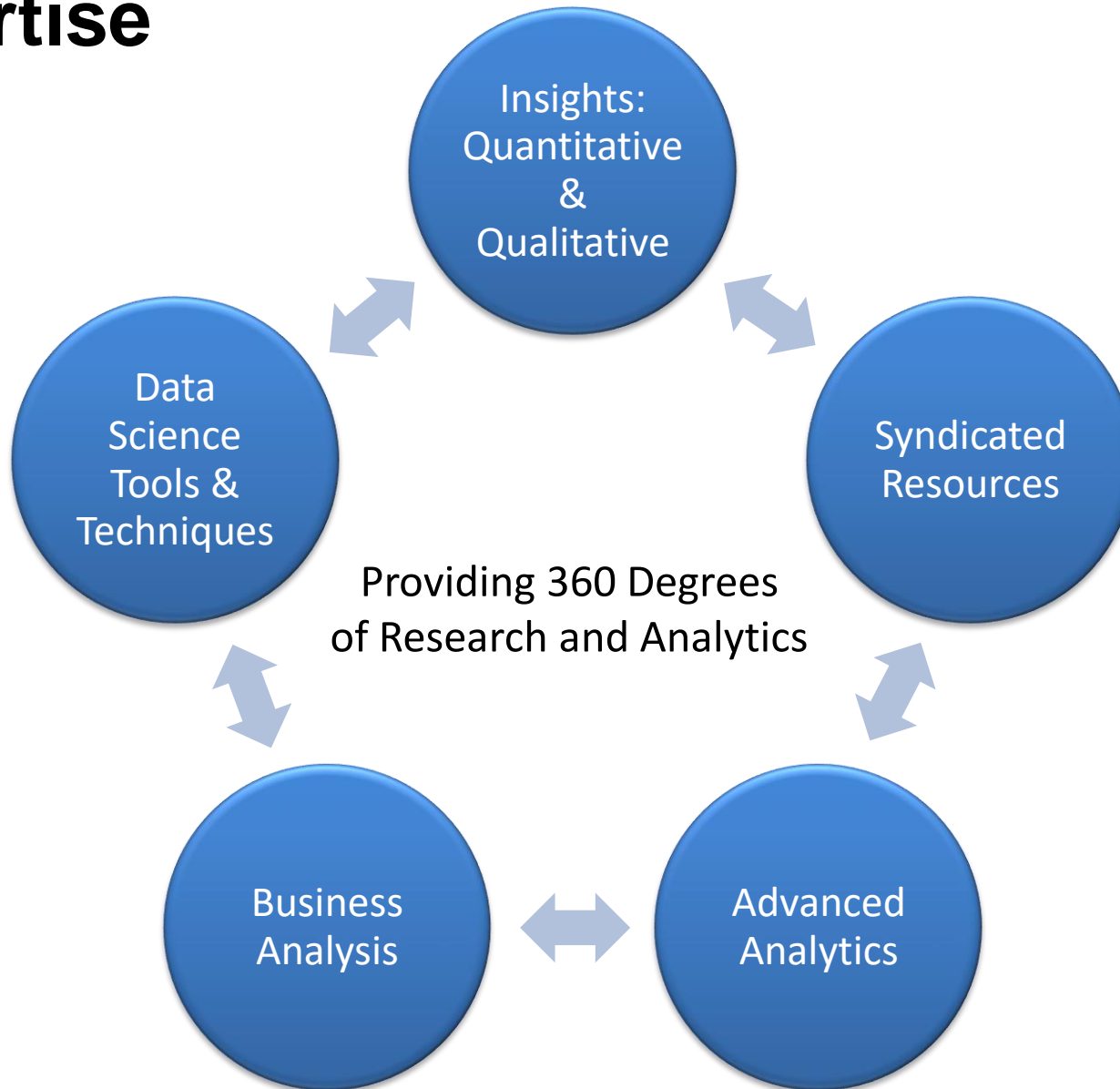
# What We Do

We are a research and analytics consultancy that advises digital publishers, ad tech companies, TV networks, and agencies how to effectively leverage and monetize data, media trends, behavioral shifts and attitudinal dynamics. Our clients hire us to perform:

- Analytics
- Insights
- Data Management
- Ad Sales Research
- Market/Media Research
- Content Analysis
- User Experience



# Expertise



# Resources

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



**Research  
Sources**

Nielsen  
comScore  
Star Media  
GfK MRI  
Polk  
Kantar  
Simmons

Google  
Adobe  
Webtrends  
R  
Tableau  
SQL  
SQAD

Resources encompass a variety of tools and techniques related to Data Science, Primary Research, Syndicated Analytics, and others.

# Executive Bio



Craig Jaffe is an award-winning published insights and data strategist. He is accountable for leading small teams focused on delivering analyses, forecasts, statistical models, pricing strategy, segmentations, and more. Deliverables support goals aligned with data management platforms, advertising sales, content creation, customer relationships, programmatic buying and selling, and finance across all screens--television, digital, and mobile.

He also teaches digital marketing at the graduate level to students pursuing their MBA and MS degrees at Baruch College, Zicklin School of Business.

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

# Clients: Digital/TV/Ad Tech/Advertisers/Agencies

We work with:

- Digital publishers, ad tech companies, and TV networks to increase ad sales and audiences.
- Advertisers and agencies to activate consumer purchase behavior.





# Responsibilities

Helps Research, Analytics, and Data Science Departments by:

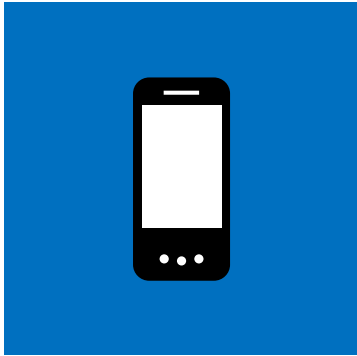
- Developing strategy
- Conducting analyses
- Writing reports
- Presenting
- Forecasting estimates
- Managing staff and resources
- Meeting deadlines for projects and ad hoc requests

(Available to also fill in for staff on leave)

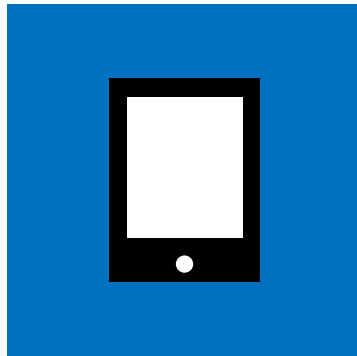
# Improving Your Business

Schedule a complimentary appointment

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**Research & Analytics 360**



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Founder & Consultant

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# Questions



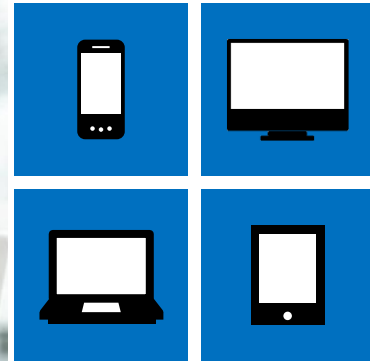
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