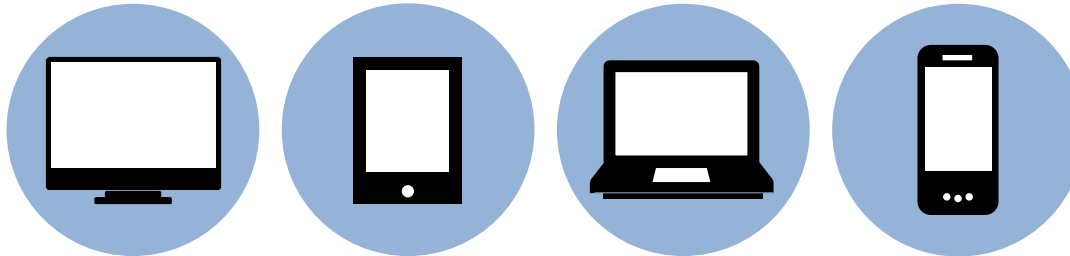


CRAIG JAFFE RESEARCH & ANALYTICS 360



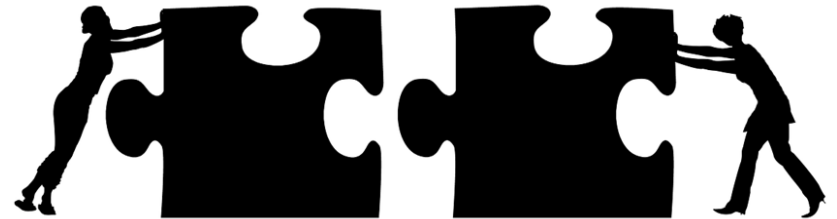
CAPABILITIES DECK

Contact Person:

Craig Jaffe
Founder & Consultant

Mobile: 914-966-9472
E-mail: CraigJaffeResearch@gmail.com

Why Craig Jaffe Research & Analytics 360



15+ Years of Research & Analytics: Television, Digital, Mobile



**Insights Supporting Advertisers,
Media, Agencies**

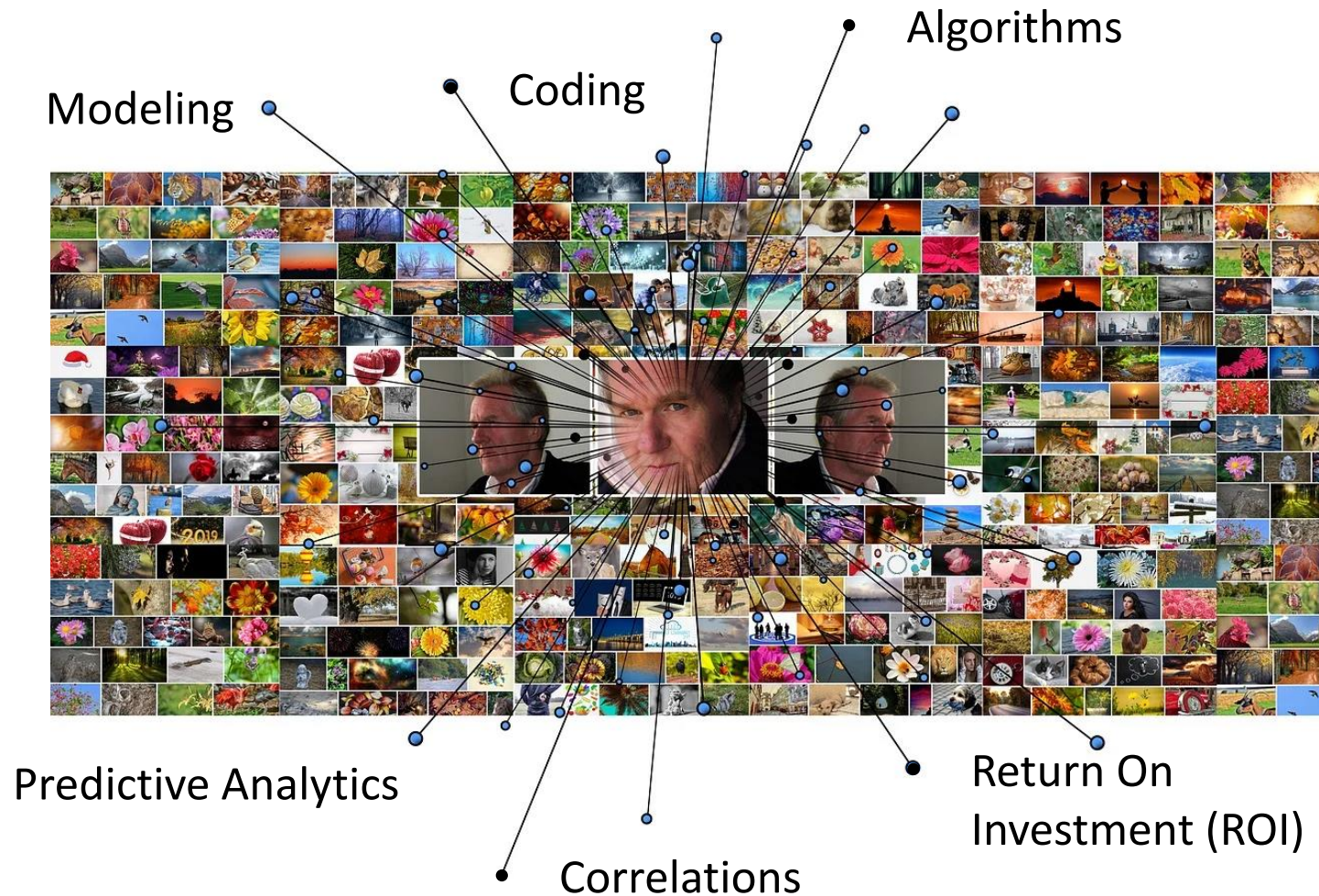


**Data Science, Primary Research
Studies, Methodologies**



**Published / Award
Winning Research**

Developing Standards & Bringing New Measurements to Market



Getting It Done



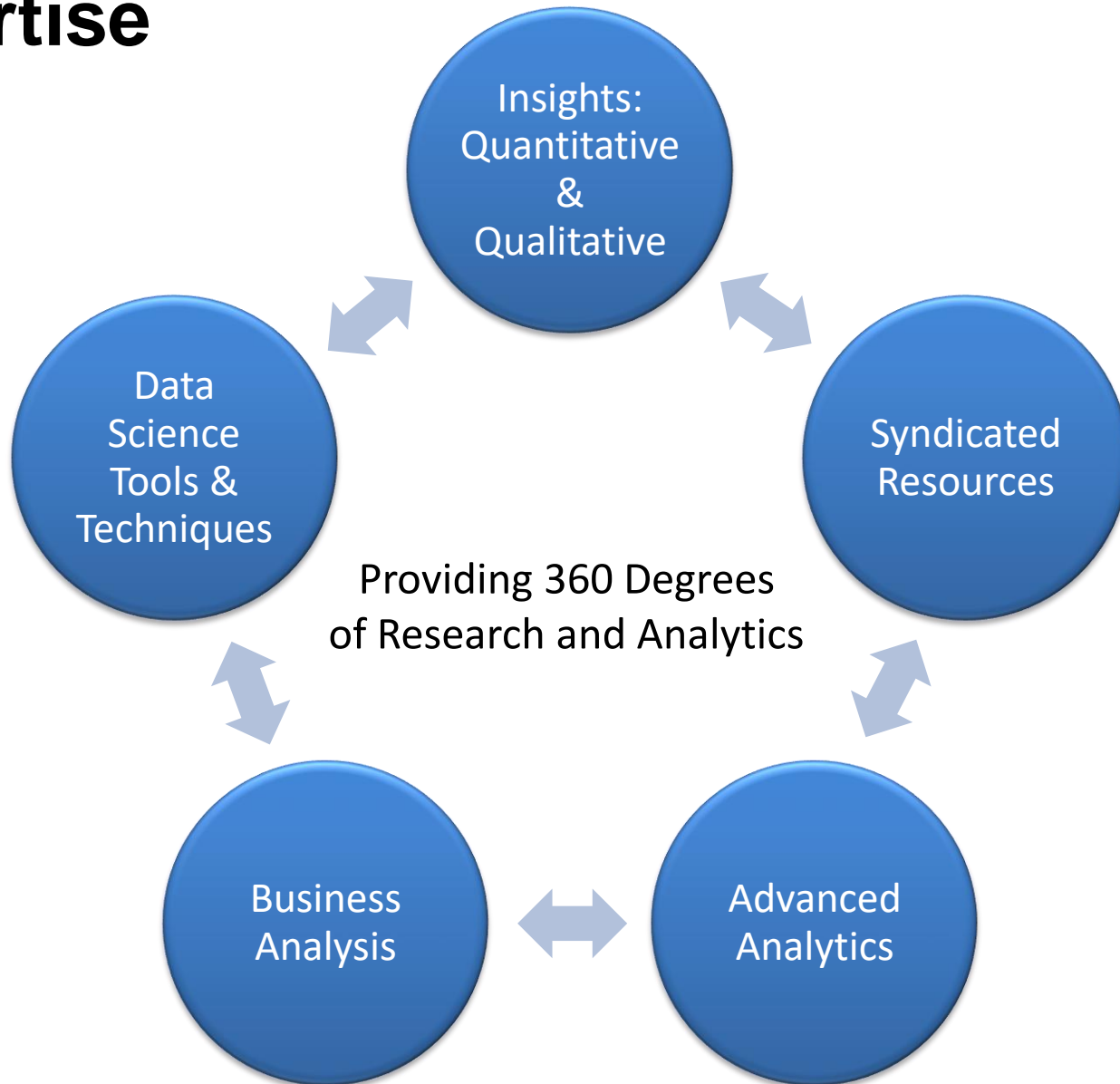
Hired

This is 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. Clients hire the consultancy to perform:

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



Expertise



Resources

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
MRI-Simmons
Polk
Kantar
SQAD

Google
Adobe
Webtrends
SPSS
R
Tableau
SQL

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 conducting analyses, studies, forecasts, 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. He teaches similar graduate and undergraduate course work at Fordham University, Gabelli School of Business and Sacred Heart University, Jack Welch College of Business & Technology.

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

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

Working 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:

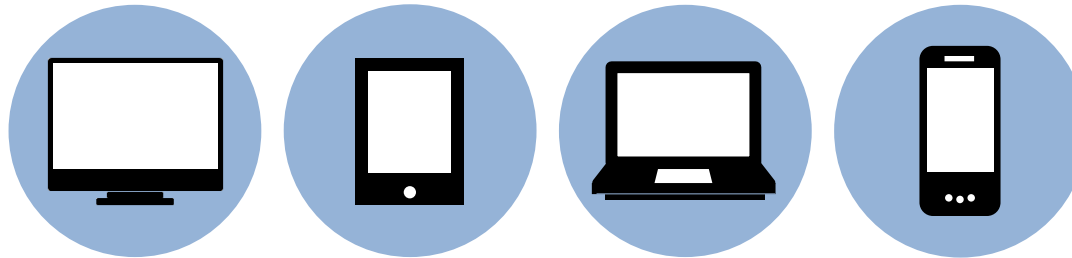
- Developing strategy
- Conducting studies and analyses
- Writing reports
- Presenting
- Forecasting estimates
- Managing staff and resources
- Meeting deadlines for projects and ad hoc requests

(Available to also fill in for staff on leave)

Improving Your Business

Schedule a complimentary appointment

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Craig Jaffe

Founder & Consultant

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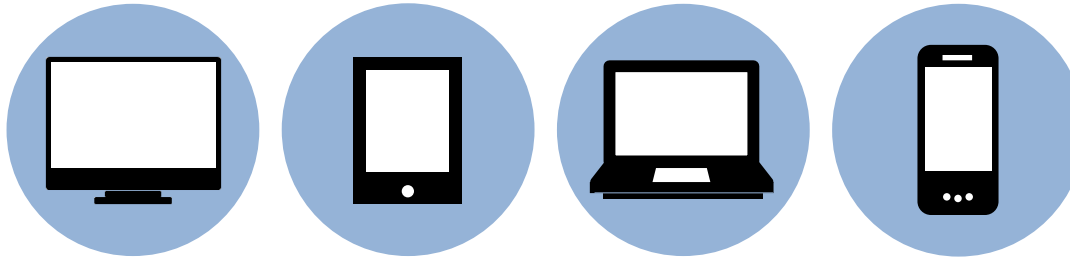
www.Twitter.com/CraigJaffeR360

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Questions



CRAIG JAFFE RESEARCH & ANALYTICS 360



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