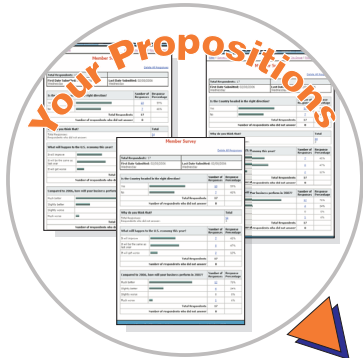


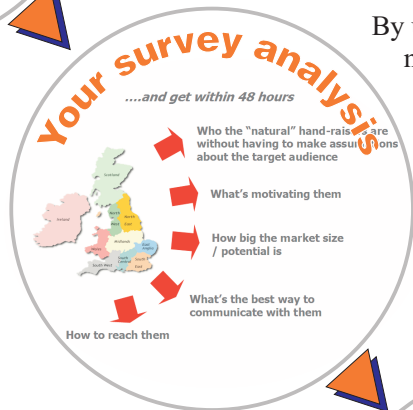
Market Striker

uncertain times demand certain responses



G2's fast track solution to a downturn marketing strategy

Right now you need to prove that every £ of your marketing budget strikes home with your market.

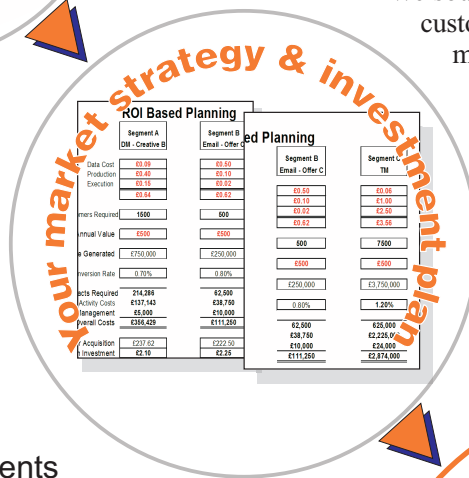


By using our UK representative consumer panel we enable you to size your market and gain essential market insights about the appeal of your products, services, prices and advertising concepts. You will know how many people you can contact by each direct channel, where to find the data and what you should offer each group.

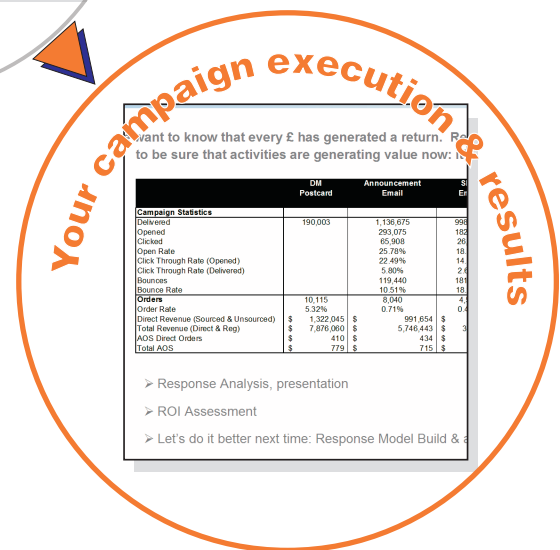
We then help you to prepare your marketing strategy and deliver an ROI optimised plan based upon your market as it is now, not as it was last month or last year.

We source your prospects, match against your customer segments, optimise your predictive models; then use these to execute your campaigns.

All the while we remain focused upon monitoring results; ensuring that every £ strikes home.



- Identify your key market segments
- Access your best prospects
- Cost effective routes to market
- Enhance customer understanding
- Measurable & transparent results



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