

- Coda Consulting -



Count On Your Audience To Help You Make More Informed Business Decisions.

Are you considering a change in the way that you position your media brand? Or, are you thinking about launching a new digital product? Are you looking to target new advertisers and want to know which consumers are their prime prospects? Maybe you need to prioritize the content that your latest e-newsletter will deliver. Or, learn why certain segments of your audience engage with your media platforms more than others.

There's no shortage of important questions that impact your profitability. In theory, finding the answers is easy. Just ask your audience. But let's face it, any company can conduct research on your behalf. It's whether your consulting partner proposes the *right* research solutions, interprets and presents the data in ways that you can easily understand, and then shows you how to put the numbers into action that will determine your ultimate success.

Coda Consulting provides you with the ideas, execution and support that you need to turn custom research into revenue. From audience profiling to ad effectiveness measurement, retention surveys to content testing, our industry experts will help you measure the engagement of all your print and digital platforms.

Plus, your Coda consultant will be there every step of the way to provide data-driven insights that will make a measurable and substantial contribution to your sales, marketing and business objectives.

Our media industry experts and research pros are dedicated to achieving your business objectives

We provide data-driven solutions to address your most important needs – new product launches, consumer retention, content development, digital adoption, ad effectiveness and more...

Count on your audience – and Coda Consulting – to make a positive impact on your bottom line.