

- Coda Local Market Surveys -



Turn Local Market Insights Into Market Share.

When it comes to your local market, you're the expert. And you know how important it is to effectively position your audience and its collective buying power to drive advertising sales. That's where we come in. **Coda** is an ROI-driven research and consulting firm that will help you turn local market insights into increased ad revenue and market share gains.

A *Coda Local Market Survey* measures the total market coverage of your media brand across all of your print, broadcast and digital platforms. Collecting detailed information about the purchase profile and buying behavior of your audience for 30+ local advertising categories, the survey results enable you to position your audience delivery against other competitors in your market, including local TV, radio, magazines, websites, newspapers, shopping guides and more.

You also have the flexibility to ask your market's consumers about specific advertisers – or advertising prospects – enabling you to create targeted sales strategies and presentations.

To leverage the data, a user-friendly reporting platform empowers your team to generate custom, on-demand sales stories for a full year after the survey results are in.

Plus, our media industry experts and research pros will counsel, train and support you every step of the way, ensuring that your market survey has maximum sales utility.

It's easy and cost-effective to turn local market insights into market share. Let's talk.

Reports the market coverage of your total audience across all of your media platforms

Showcases your competitive advantages versus local TV, radio, magazines and more

Measures 30+ local advertising categories, plus individual advertisers and prospects

Your custom reporting tool generates data-driven sales stories for one full year