

- Coda Custom -



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

Are you considering a change in your newspaper's publishing frequency? Or, 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 some subscribers renew, while others don't.

There's no shortage of important questions that impact your newspaper's profitability. In theory, finding the answers is easy – just ask your readers. But let's face it, any company can conduct research on your behalf. It's whether your consulting partner has the newspaper industry expertise to provide the *right* research solutions, interpret and present 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 Custom provides you with the ideas, execution and support that you need to turn reader research into revenue. From subscriber profiling to ad effectiveness measurement, reader 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 newspaper industry experts and research pros are dedicated to achieving your business objectives

We provide data-driven solutions to address your most important needs – publishing frequency, reader retention, content development, digital adoption, ad effectiveness and more...

Count on your readers – and Coda Custom – to make a positive impact on your bottom line.