

TRG Data Center

A New Platform for Audience Analytics

Hosted by

Adam Scurto, Regional Coordinator



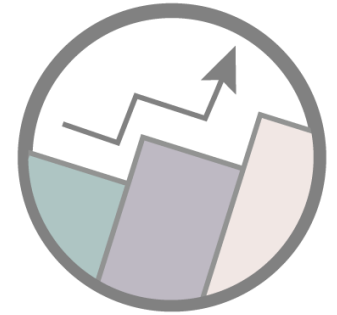
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Today's Objectives

Our agenda

1. Orientation
Context and background
2. Demonstration of List Builder
Take a tour of TRG Data Center
3. Audience Analytics Renewal
Britney Hines



Introducing TRG Data Center

1. **Enhanced Usability**
Doing what eMerge did, faster and easier
2. **Data Stewardship**
Reporting, segmentation, data flexibility
3. **Expanded Capabilities**
Regular updates and expansions



Program Migration

What does this mean for me?

1. Audience Analytics will migrate in Q4 2014
Exact date is coming soon
2. Your current data will be migrated by TRG
No action required by you
3. Training will be available in multiple forms
In-person or on-demand, virtual training

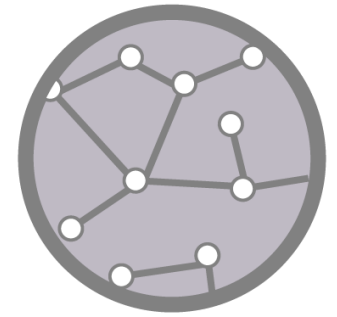
Data Stewardship Segmentation



Attributes



Segments



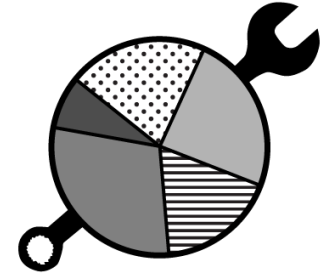
File Import Wizard

Sending TRG your data

1. Single-segment or multi-segment
Flexibility to submit batches of segments
2. File Mapping and Recognition
No more templates – field mapping and file memory
3. Data Quality Reporting
File-level and database-level metrics
4. Auto-extracts and auto-segmentation
Upgrades available in 2015

Reporting

Learn about your audience



1. Live reporting portal

Run reports using custom filters in a live environment

2. Expanded report set

New reports to run and explore

3. More to come...

As we update, more will become available



Questions?



Data Center Demonstration

Audience Analytics Renewal

- Two Account Types
- Micro Grants for Direct Mail Innovation
- Next Steps

Option #1 – Standard Account

- NCOA Quarterly Cleaning
- Access to Demographic Match Report
- Access to Segment Penetration Report
- Access to Zip Penetration Report
- Access to Crossover Report
- Ability to trade lists with other organizations
- Data is included in aggregate research projects; receive research as relevant
- One Data Center training from TRG Arts

- **Eligible for Micro Innovation Grants up to \$2,000**
- **Two Data Uploads / year – August & January**
Does not include access to Data Upload Wizard – can contract with TRG independently to upload segments (\$100/file)
- **Invited to attend quarterly Audience Analytics User Groups**
- **\$75 for Cultural Alliance Members***
- **\$125 for Non-Members**

* Additional costs for lists w/ demographic variables, data segment uploads, and other services booked through TRG directly.

Option #2 – Advanced Account

- **All the benefits of the Standard Account PLUS:**
- Unlimited Access to Data Upload Wizard
- Eligible for Micro Innovation Grants up to \$4,000
- Campaign Planning Workshop and Data Center Challenge w/TRG Arts
- Invitation to participate in a fall Collaborative Ad Campaign

Advanced Account con't

Organization Budget	Members	Non-Members
Under \$100,000	\$100.00	\$ 200.00
100,001 - 500,000	\$150.00	\$ 300.00
\$500,001 to \$1,000,000	\$300.00	\$ 500.00
\$1,000,001 to \$5,000,000	\$500.00	\$ 750.00
\$5,000,000 +	\$750.00	\$ 1,250.00

* Additional costs for lists w/ demographic variables and other services booked through TRG directly still apply.

Micro Innovation Grants

Grants up to \$4,000 will be available to promote innovation and testing in your direct mail strategies

- Applications available: September, 2014
- Deadline to apply: October, 2014
- Award: November, 2014
- Report due: June, 2015

Timeline for Renewal and Beyond

Activity	Date
Renewal Period	June - July 31 st
Data Upload Period (Standard Accounts)	August 1 st – August 30 th
Payments due	Aug 1, 2014
First Audience Analytics User Group	August 2014
Data Center Training Day	January 2015

Sign-Up Early and Save...

First 5 groups to complete sign-up for Advanced Account by June 30 , can receive a **10% discount** to participate in the **Collaborative Ad Campaign** this fall.

Also, sign-up for an Advanced or Standard Account by June 30th and receive a **15% discount for up to 2 months of ads** on the NEW Phillyfunguide.com

Sign-Up Early and Learn...

Best Practices Workshop with Keri Mesropov of TRG ARTS

Wednesday, June 25/10:00am – 12:00pm

This session will focus on campaigns that represent your biggest opportunities and help you get past the challenges that may inhibit your success on each. You'll learn about TRG's best practice and client case studies. TAKE HOME a set of strategic tactics and plan that you can use to optimize your 2014-15 efforts.

Upgrade to Advanced Account by June 20th to be able to attend this special workshop!

Questions?

Britney Hines

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