TRG Data Center
A New Platform for Audience Analytics

Hosted by
Adam Scurto, Regional Coordinator
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

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<thead>
<tr>
<th>Organization Budget</th>
<th>Members</th>
<th>Non-Members</th>
</tr>
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<tbody>
<tr>
<td>Under $100,000</td>
<td>$100.00</td>
<td>$ 200.00</td>
</tr>
<tr>
<td>100,001 - 500,000</td>
<td>$150.00</td>
<td>$ 300.00</td>
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<tr>
<td>$500,001 to $1,000,000</td>
<td>$300.00</td>
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<tr>
<td>$1,000,001 to $5,000,000</td>
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<td>$ 750.00</td>
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<tr>
<td>$5,000,000 +</td>
<td>$750.00</td>
<td>$1,250.00</td>
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* 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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
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<tbody>
<tr>
<td>Renewal Period</td>
<td>June - July 31&lt;sup&gt;st&lt;/sup&gt;</td>
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<tr>
<td>Data Upload Period (Standard Accounts)</td>
<td>August 1&lt;sup&gt;st&lt;/sup&gt; – August 30&lt;sup&gt;th&lt;/sup&gt;</td>
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<tr>
<td>Payments due</td>
<td>Aug 1, 2014</td>
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<tr>
<td>First Audience Analytics User Group</td>
<td>August 2014</td>
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<tr>
<td>Data Center Training Day</td>
<td>January 2015</td>
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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** an 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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Greater Philadelphia Cultural Alliance

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