

Media Usage Study

Show usage and engagement across the spectrum of channels your brand offers. Illustrate why print is not dead, how young professionals use media, how print drives to web and more!

Media Usage research helps you tell the story of how your subscribers and users are not simply one-dimensional. They access a variety of channels to seek out and acquire information to support their businesses and professional activities.

This research is right for you if your brand cuts across a spectrum of channels. It's a powerful means to demonstrate engagement and creates conversations about how your channels can be managed for an integrated media buy.

What's in it for you?

- ✓ Show print is alive and well.
- ✓ Support the idea that in print, in person and digital work harmoniously.
- ✓ Print ads drive traffic to websites.
- ✓ Demonstrate how young people use digital and traditional channels.
- ✓ Illustrate how various channels play point-specific roles through the purchase funnel.
- ✓ Look at media usage by "plan-to-buy" metrics.

What does Readex do?

We start by working with you to edit the standardized questionnaire to align with your channel offerings and plan-to-buy categories. From there we set up the online questionnaire, coordinate all data collection events and then prepare all final report documents so that you can hit the ground running.

What do we deliver?

- A PowerPoint deck that is presentation ready showing important findings.
- Crosstab tables that provide many different views of the data.
- Data file you may use for further analysis after the study is completed.
- Post-study call to discuss results and how you will use the data.

To talk about how Media Usage might work for you and to see a sample report, please contact Susan Griffith: sgriffith@readexresearch.com 612.986.0109