

- Coda Analytics -



Let Us Help You Tell Your Newspaper's Story.

That's what we do. Our team of newspaper industry experts and research pros turn numbers into stories. Market trends into market opportunities. Data into dollars. We create stories that demonstrate how a market dynamic, a change in consumer behavior, or a specific segment of your audience can impact a company's success. And why that advertiser needs to partner with your newspaper brand to tell their own story.

Let's face it. You're under increased pressure these days to manage budgets, streamline staffing, and get more bang for your research buck. That's where we come in. Our **Coda Analytics** division is your outsourced option for professional data analyses, intelligent reporting and compelling sales collateral. In short, we can turn statistics into savings for your newspaper.

Whether it's a single project or an ongoing need, our dedicated research and marketing specialists will evaluate your existing resources (syndicated data or the latest digital metrics) to identify your most persuasive positioning. We can also work with your team to create custom sales materials and client deliverables that reflect your newspaper brand.

Plus, our Coda Analytics team will train and support you every step of the way, ensuring that the data has maximum utility, resulting in increased revenue and market share gains. Now that's a happy ending.

It's easy and cost-effective to tell your newspaper's story. Let's talk.

Your on-demand solution for research analyses and targeted marketing support

Experts with Scarborough, Google Analytics, comScore, Claritas and more

Maximizes the effectiveness of the research resources that you already invest in

24/7 support and turn-key delivery of tools and presentations that drive increased revenue