

## RESEARCH

Data's role in business has changed over time — it's no longer reserved for high-level strategy meetings, and is now used for day-to-day decisions. Babcox Media is investing in audience data collection, management and segmentation to guide our editorial, strategic and promotional efforts, as well as those of our customers.



Our **Centralized Audience Resource (CAR)** is an integrated customer database that contains demographic and behavioral data from all of the Babcox Media publications, digital products and events covering the automotive aftermarket. Our CAR can help you create effective marketing campaigns that target the right audience, with the right message, utilizing the best customized products to achieve your goals and objectives.

Gaining a better understanding of an audience through research arms marketers with insightful information, providing a well-founded path to success. The **Babcox Media Research Team** produces custom quantitative and qualitative, proprietary research throughout the automotive aftermarket, powersports and truck fleet markets. Our research professionals research national, regional and local industry data to uncover key information relative to your brand, product or service using various methodologies to perform a variety of research efforts.

We specialize in the following: target audience analysis, brand studies, product tests and consumer preferences studies, trade satisfaction, buying behavior trends, social listening and focus groups.

We manage all phases of research projects, including the development of a project overview, an outline of objectives and deliverables, sampling, data collection, tabulation, statistical analysis and reporting.

## EVENT MEDIA & EVENT VIDEO

Are you an event producer? Babcox Media offers turnkey show daily and show directory packages. From ad sales and content planning to design and printing, we partner with major show producers to keep you focused on your exhibitors and attendees and not on a labor-intensive publishing project. In addition to show directories, we specialize in show dailies that feature breaking news, day-of event information and highlights from the show floor.

Are you an exhibitor? Don't get lost in a sea of competition on the trade show floor. Take advantage of **Babcox Media's Show Dailies** and **Show Guides** to bolster attendee awareness of your show specials, special events, and new products and services that you're unveiling at the show.



## LEAD GENERATION/LIST RENTAL

By tapping Babcox Media's network of qualified buyers throughout the aftermarket, our experts can develop and nurture the entire **lead generation** process, delivering you sales-ready buyers. We tailor our lead generation campaigns to deliver premium leads and can utilize a variety of tactics, including webinars or targeted lead engagement programs, to provide full demographic leads.



Reach thousands of automotive aftermarket readers by using one or more of our key **Babcox Media lists**. Our audience runs both wide and deep throughout the industry with our BPA-audited, controlled circulation subscriber lists in the automotive aftermarket, powersports and truck fleet markets. Recognized as the go-to lists for multiple uses, **Babcox Media lists** contain everything you need to execute powerful direct mail, telemarketing or email campaigns to reach your target audience.

Whether you want to reach customers and prospects through the mail, phone, e-mail or an integrated campaign, we can tailor a program to help you achieve your marketing goals. Find more customers today through our extensive database of decision makers and professionals.