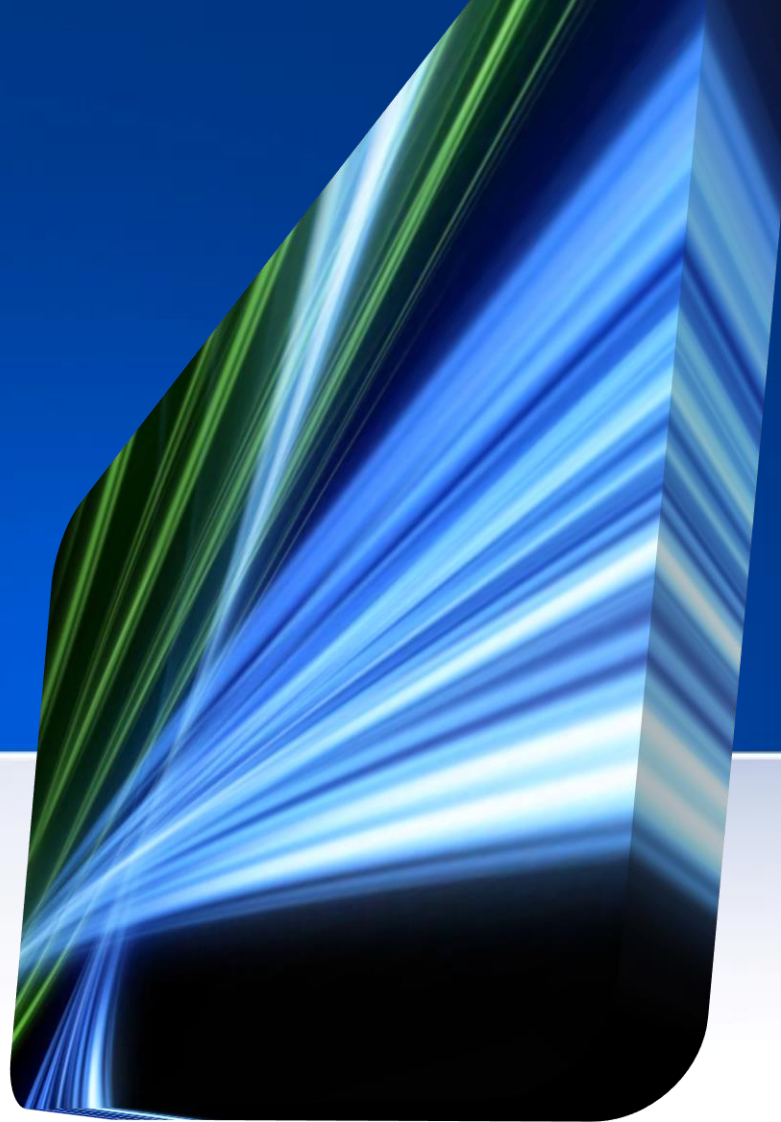


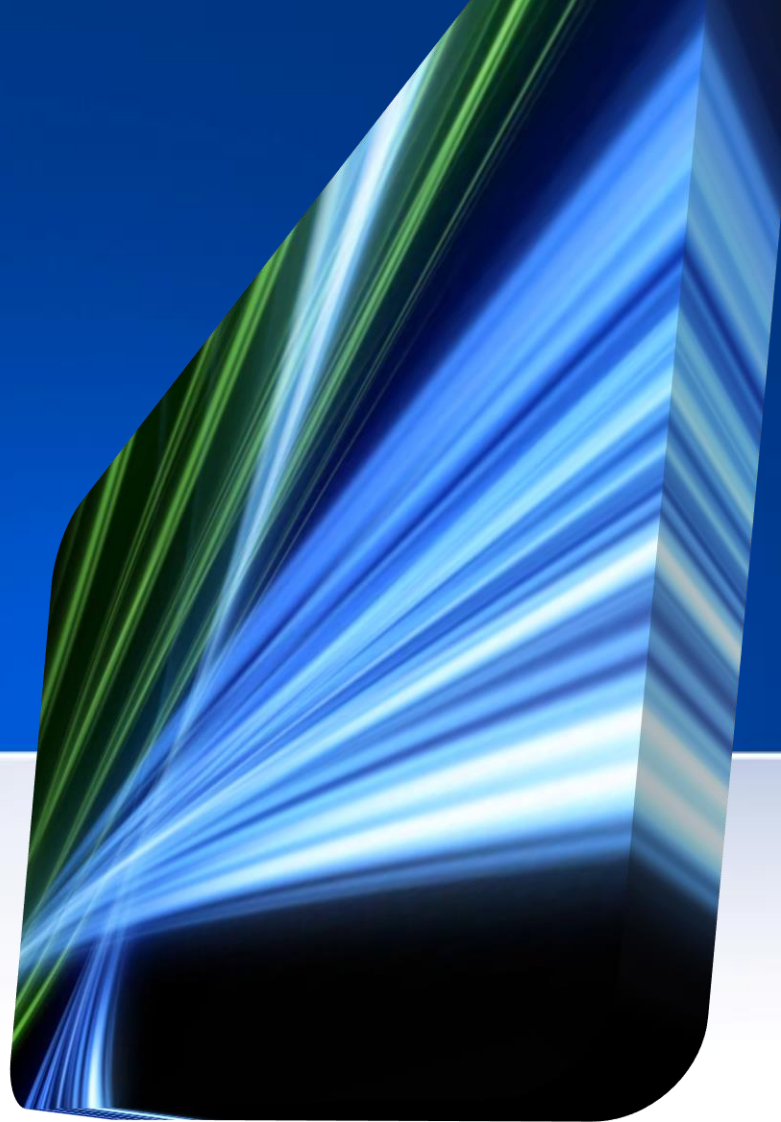
Audience Profile

A product of





Edgar Cuéllar
Director Audience Management





GFR Media Audience Segmentation Solution



The “heart” of Audience Profile is the
GFR Media Corporate Database.



But goes beyond a database.



Every day this database feeds from
multiple data about our audiences.
+30 audience data sources.

BrandShare

facebook



GIGYA

Magacín

OFERTA DEL DÍA .com

clasificados pr
Lo que aquí se ve, aquí se vende.



Primera
HORA
TURO

bumbia.com
...donde siempre está

EL NUEVO
dia
elnuevodia.com



**We transform DATA into
BUSINESS Intelligence.**

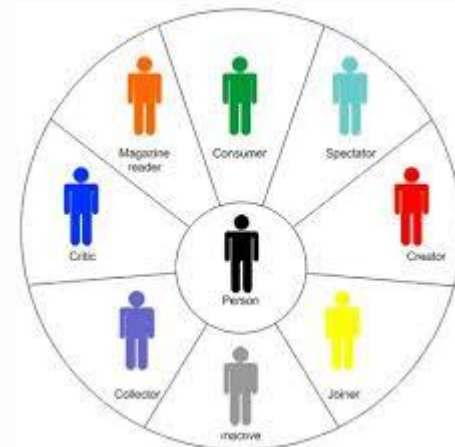




Data



Analytics



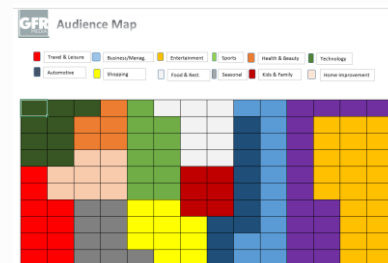
Segments
Evaluation



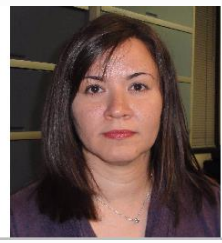
Delivery to
Audience Profile



Update
Audience Profile
People Bank



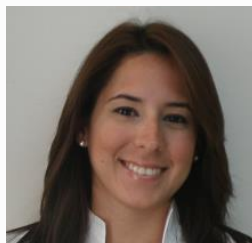
Attach to
Audience Map



Gina



Alba



Alicia



Roberto



Andre

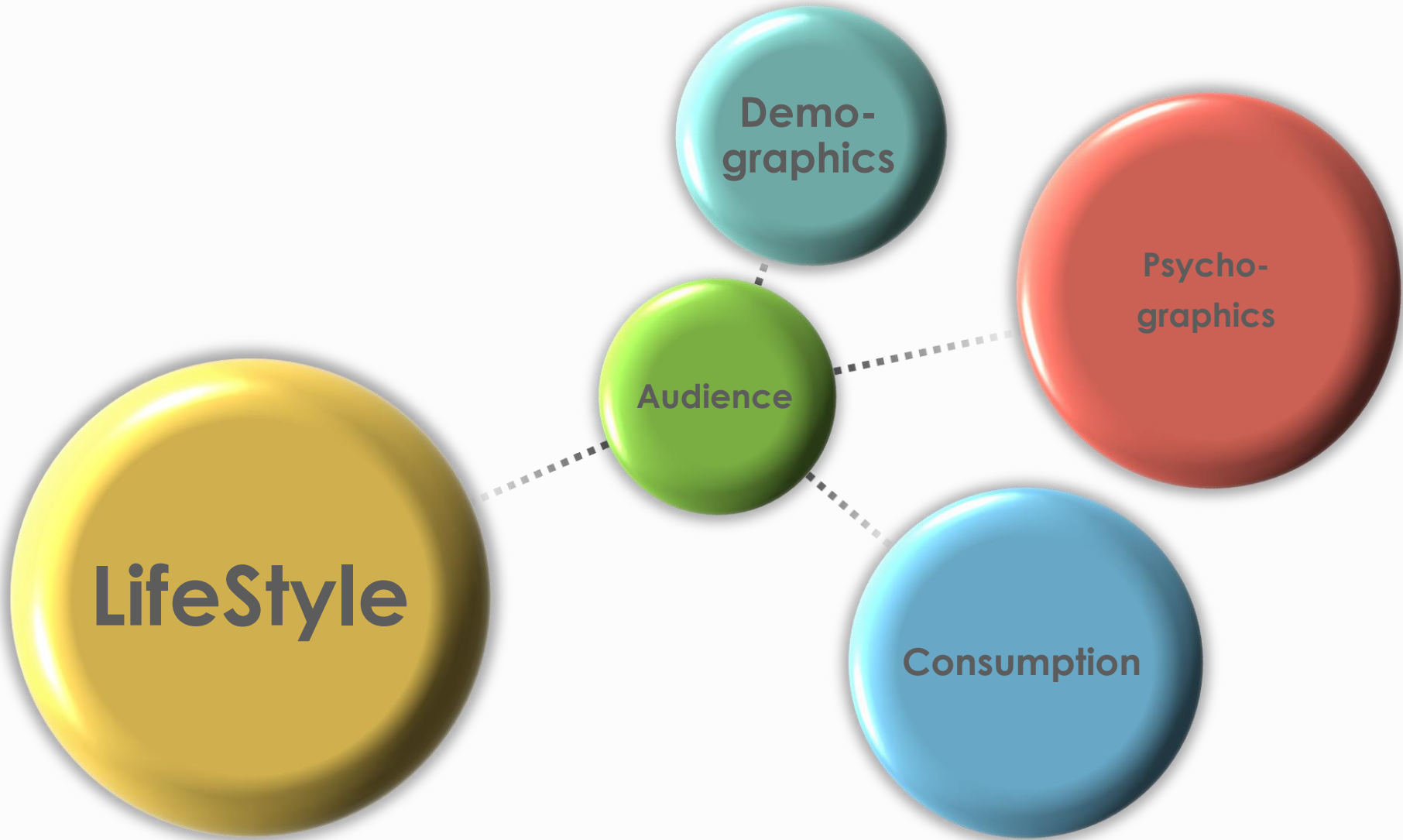


Jorge



Working with our audience management experts we analyze data to identify relevant audience segments.

Audience Segments that our
advertisers want to reach.



Multiple segmentation criteria





It's moving **FROM** the common demographics **TO** lifestyles, behaviors, consumption habits.

It's a different way to talk to your audiences.



For us is a person

María

33 years old

Married. 2 children

Bachelor in finance/MBA

**She is thinking about
buying a new car in the
next 12 months**

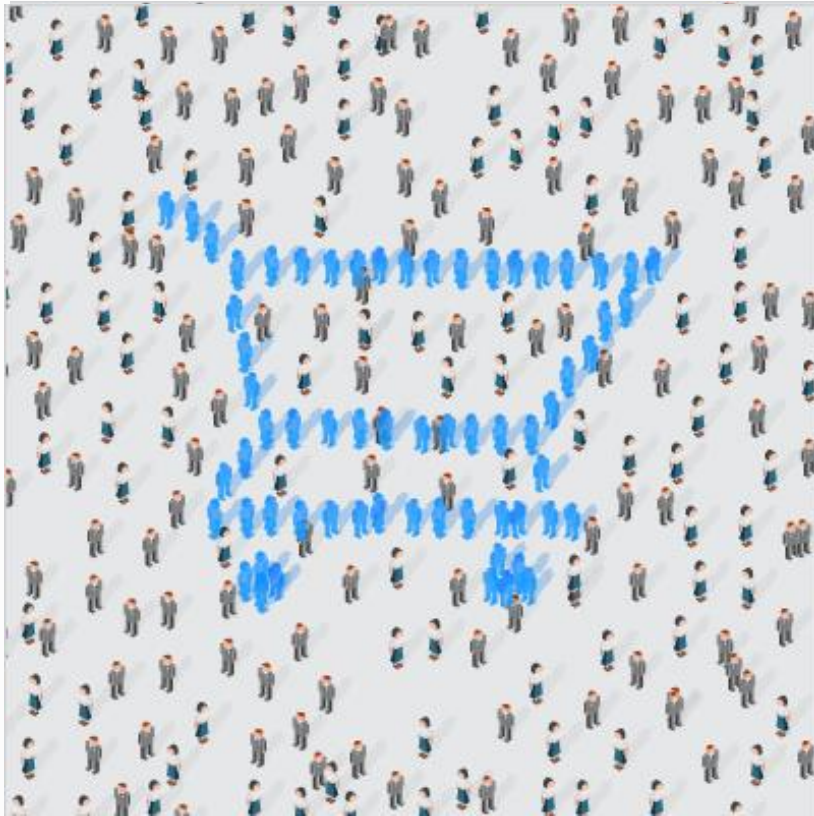
María

She loves pop music

She has a PET

**She supports non profit
organizations**

**She loves travel to Boston.
She likes having the latest
smartphone**



+2 million people
and over 400
segmentation
possibilities make
the
GFR Media
Audience Map .

Finance & Business	B2B	Education	Food & Restaurants
Females	Travel & Leisure	Wine & Spirits	Insurance
Events & Entertainment	Movie Lovers	Music Lovers	Religion
Smartphones & Carriers	Home Improvement	Kids & Family	Sports Nuts
Books & Literature	Pet Lovers	Techies	Humanitarians
Health & Beauty	Males	Automotive	Mothers & Children



Email

The segment that wants to receive **Email** campaigns. They can't go 5 minutes without refreshing their inbox and are attached to their smartphone.



1,247,592

LET'S TALK!

SMS | Mail | Call Center | Online | Social Media

Once we find the best segment for your campaign, it's time to choose the channel. We can send out campaigns through: Email, SMS, Mail, Call Center, Online and/or Social Media.

+50 segments and growing.

Events & Entertainment

The segment that loves **Events & Entertainment**. They're never bored and are always going to concerts and various events.



157,148

LET'S TALK!

SMS | Mail | Call Center | Online | Social Media

Once we find the best segment for your campaign, it's time to choose the channel. We can send out campaigns through: Email, SMS, Mail, Call Center, Online and/or Social Media.

+50 segments and growing.

Finance & Business

The segment that is all about **Finance & Business**. You may find them usually browsing economic trends in media outlets 24/7.



29,960

LET'S TALK!

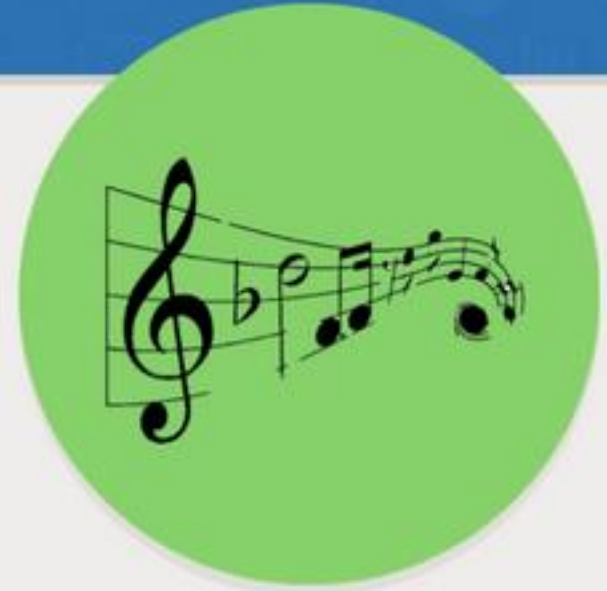
SMS | Mail | Call Center | Online | Social Media

Once we find the best segment for your campaign, it's time to choose the channel. We can send out campaigns through: Email, SMS, Mail, Call Center, Online and/or Social Media.

+50 segments and growing.

Music Lovers

The segment that loves everything about **Music**. They're always listening to the new records and have an eye out for the next rising star.



54,310

LET'S TALK!

SMS | Mail | Call Center | Online | Social Media

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Humanitarian

The segment that is interested in **Humanitarian Labor & Non Profit Organizations**. They are active in all initiatives that aid the less fortunate and look to contribute in any way possible (great for fundraisers!).



40,480

LET'S TALK!

SMS | Mail | Call Center | Online | Social Media

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+50 segments and growing.

Food & Restaurants

The segment that is interested in **Food & Restaurants**. These people love various culinary dishes and the overall food experience.



46,299

LET'S TALK!

SMS | Mail | Call Center | Online | Social Media

Once we find the best segment for your campaign, it's time to choose the channel. We can send out campaigns through: Email, SMS, Mail, Call Center, Online and/or Social Media.

+50 segments and growing.



Email



Online Surveys



Direct
Mail



Print ADS



Call
Center



SMS/
Mobile



Online
ADS



Social
Posts



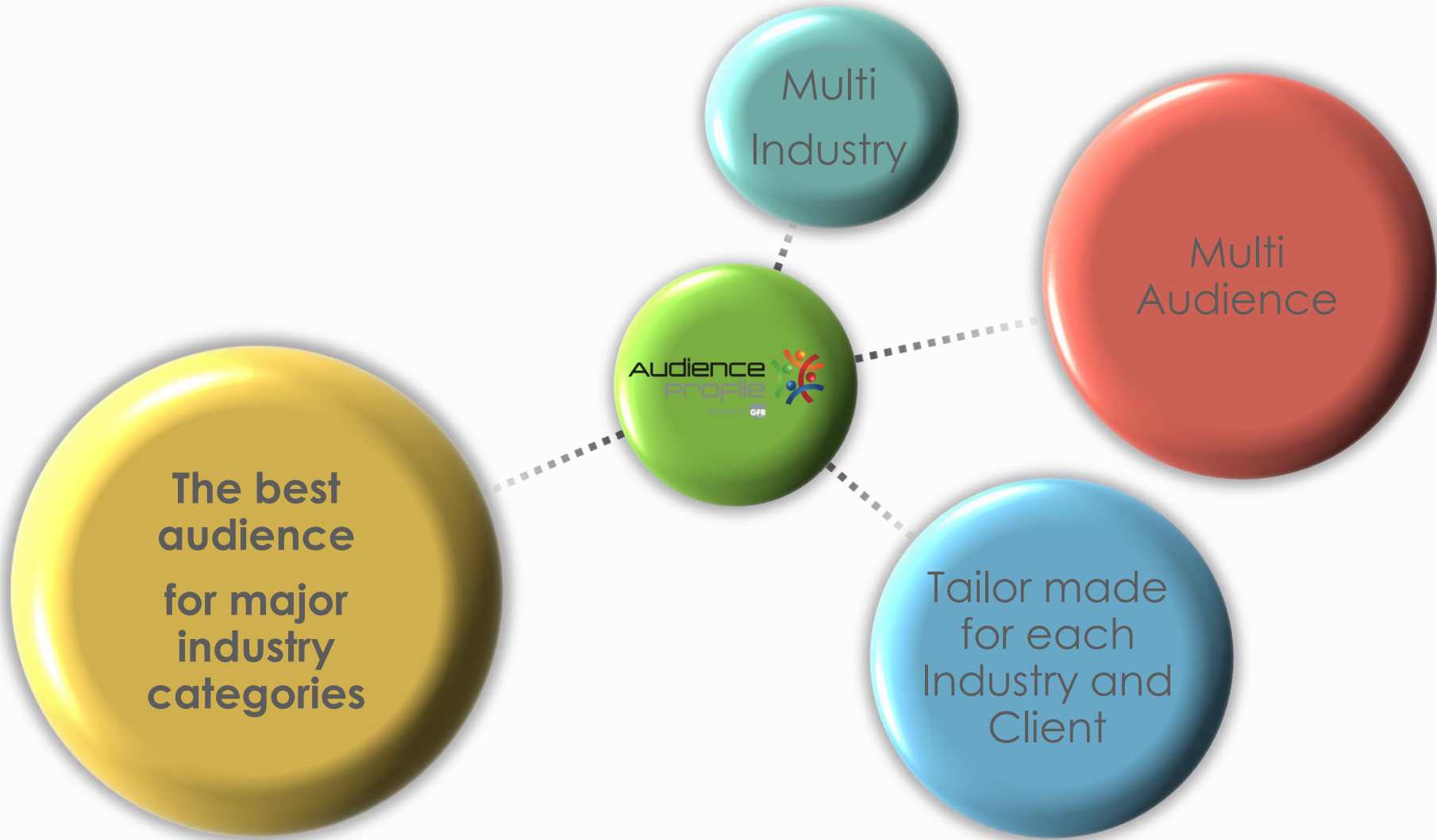
Video

**Audience
Profile goes
beyond
sending a
message
through a
channel.**

Audience Profile is about:

- Building strong relationships.
- Understanding your audiences/consumers.
- Having effective interactions using multiple channels.
- Identifying, reaching and connecting with the people that will invest in you.
- Working jointly with our CLIENTS to achieve their business objectives.

Multi – Industry, Multi - audience



Retail

Banking

Telecom

Fast Foods

Travel

Non-Profit

Insurance

Furniture

Pharma



Hotels

Real
State

Education

Consumer
Goods

Entertainment

Automotive

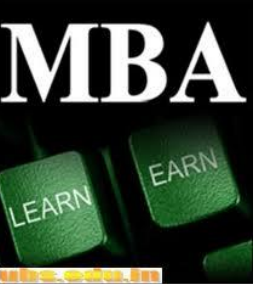
SuperMarkets



**Let's take a look on Audience Profile
for one industry.**



- Get the best prospects to your educational programs: from bachelors to MBA's.
- People with interest in your program.
- People willing to be contacted by you.
- People thinking about new professional opportunities.
- Keep in touch with them during the whole process (program searching, program comparison, program validation, program selection, registration and payment) using multiple channels.
- Be the first one in their TOM.
- Be the preferred choice for them.



NEW MBA program



Let's move to the next program



Say thank you to all who participate
Keep in touch with them



Business Men and women in PR



Identify the ones with real interest in your program.



Contact them to:

- Share program details
- Invite them to your education center
- Deliver a best introductory experience



- Education



Reward those who became part of your community



Make the best DEAL



Start closing process with these QUALIFIED LEADS

Put your audience at the center of
your business strategy.



Here are some brands that already use Audience Profile



Here are some brands that already use Audience Profile



NOUVELLE D'SPA
San Juan • Dorado



HQJ
HQJ REAL ESTATE



EMPRESAS
TAMAYO
GENERAL DEVELOPERS

LANCÔME
PARIS



BANCOOP
Banco de Crédito y Ahorro de Puerto Rico



GIORGIO ARMANI

KROMA
brand we build

Always together

Our
Clients

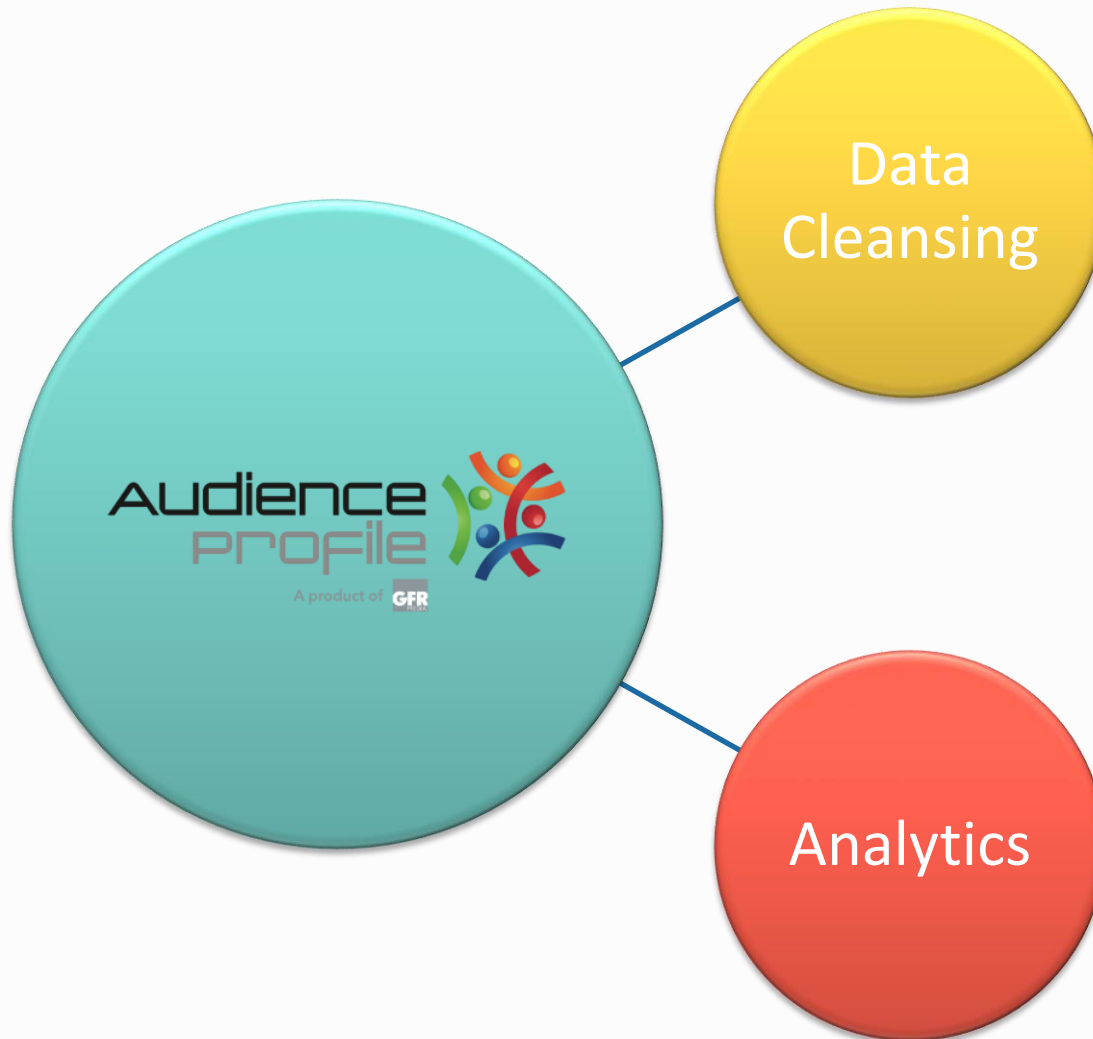
Audiences



Our
Clients Products
and Services

Multiple
Audiences

Other services using CLIENTS database.



- Data Cleansing

PEDRRO JAVIER/*
HUMAÑAA ZALINAS---
+1--787-923-45--33

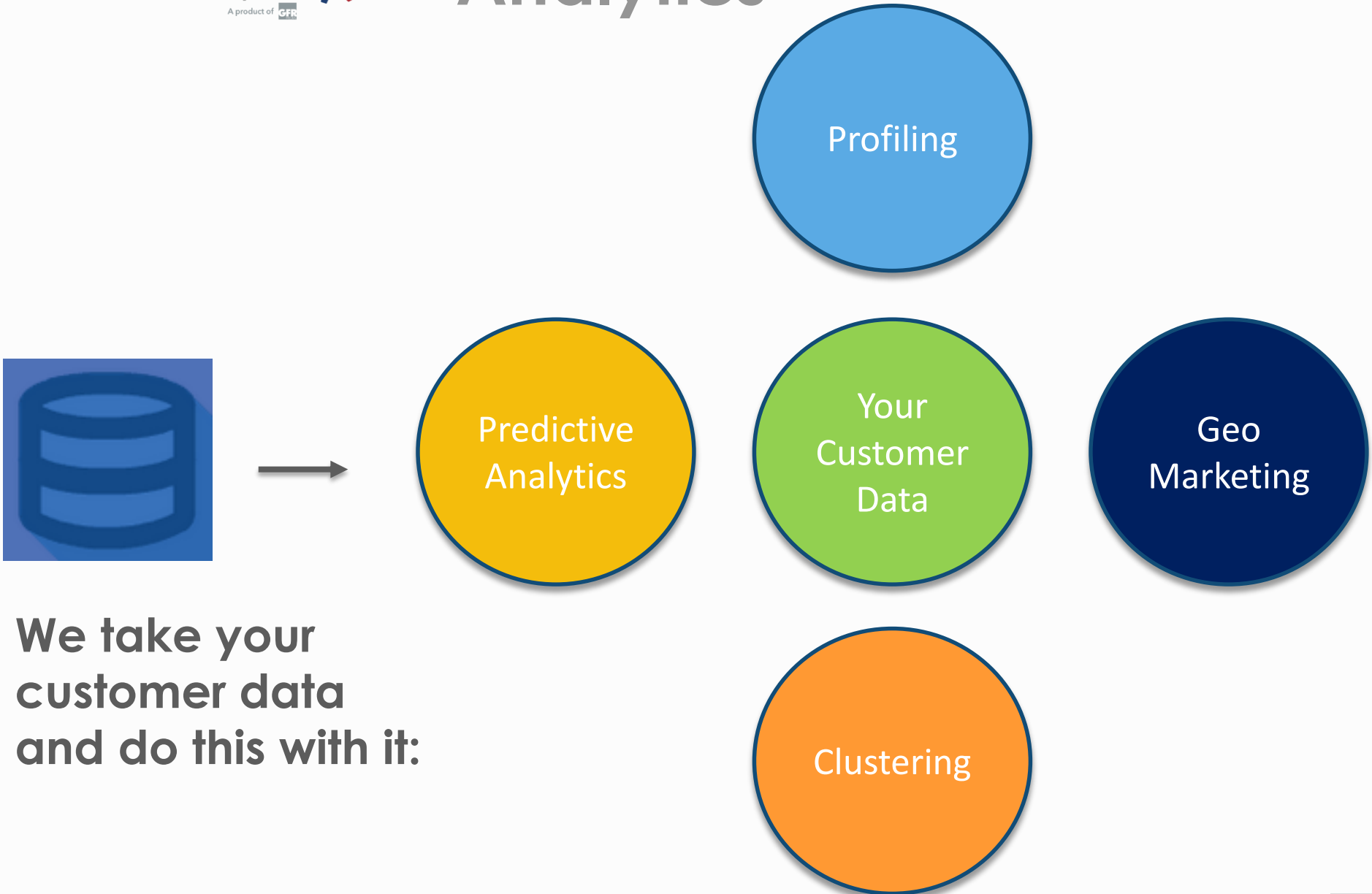


We take your
customer
data

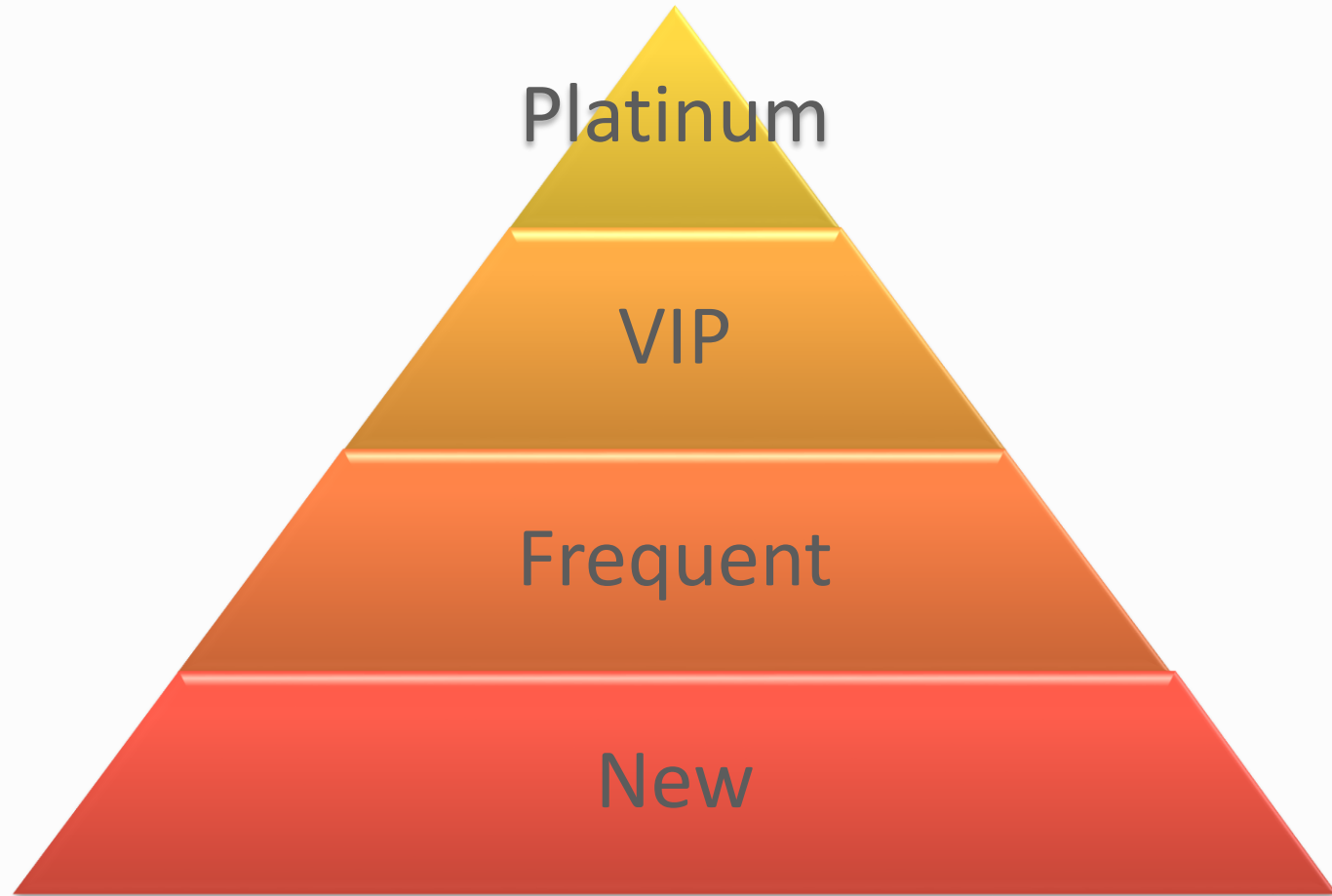
Clean it, dedup it,
standardize it.

CLEAN DATA ready for
analytics.

- Analytics



**We take your
customer data
and do this with it:**



Audience Profile

A product of



THANK YOU!



Find your audience at

<http://www.audienceprofile.pr>

