ACTION POINT ANALYTICS



Working with Agencies.

Expertise and resources to unlock insights at speed and scale.

WPP APPROVED ANALYTICS VENDOR

It's a perfect match!

YOUR AGENCY

You're experts in creative development and execution,

+

ACTION POINT ANALYTICS

we're experts in research and data analytics.

01

Team Resources

Think of outsourcing as your advance team and surge capacity. Engage experts in cutting-edge analytics execution, realize cost savings in paying for exactly what you need when you need it.

02

Integrated Offerings

We deliver client-ready analyses and reports to be utilized as-is or as a data-infused component of an existing offering. Our team works seamlessly with yours to produce actionable client insights.

03

Collaborative Partnerships

With deep expertise and advanced analytics tool sets, our team supports extended engagements from pitch through after-action reports. This collaboration enables greater impact in client service.

WHAT WE BRING

Capabilities.

01

Intelligent Audience Lens

Quantify audiences to optimize engagement and manage reputation.

It has become increasingly challenging for companies to build customer relationships in a fractured media environment. The Audience Lens defines your reputational environment by developing a custom catalogue of issues, influencers and themes for effective engagement.

02

Online Media Security Tracking

Early warning system to guard against reputation attacks.

In the same way companies protect against cyber security threats – hacking, phishing, data breaches – they must now guard against attacks of misinformation and manipulation of public opinion. Online Media Security is now a critical element of cyber security protection.

03

Customer Journey and Audience Targeting

Insights for next-generation customer identification and engagement.

Customer engagement is increasingly driven by insights that answer questions about who core customers are, how they think and where their interests lie. Companies that can answer these questions and act on data-driven insights will have a powerful differentiator.

04

Issue Monitoring and Messaging Analysis

The right message for the right audience at the right time.

Companies must understand the contextual environment that they are advertising into, with both macro- and micro-level trends. Track issues tick by tick and capitalize on engaging at the right moment with the right message.

ACTION POINT

Offerings

01 Campaign Strategy
02 Loyalty Activation
03 Influencer Mapping & Issue Analysis
04 Product Launch & Industry Events
05 CSR Integration
06 Digital Landscape Mapping
07 Marketing Segment Analysis & Strategy
08 Social Listening & Content Strategy

WORK WITH US

Let's Get Started

512.222.8595
contact@actionpointanalytics.com
actionpointanalytics.com

ACTION POINT ANALYTICS