

DRIVE PERFORMANCE BY UNDERSTANDING THE MINDS WITHIN THE MARKET.

THE POWER OF HUMAN NETWORKS®

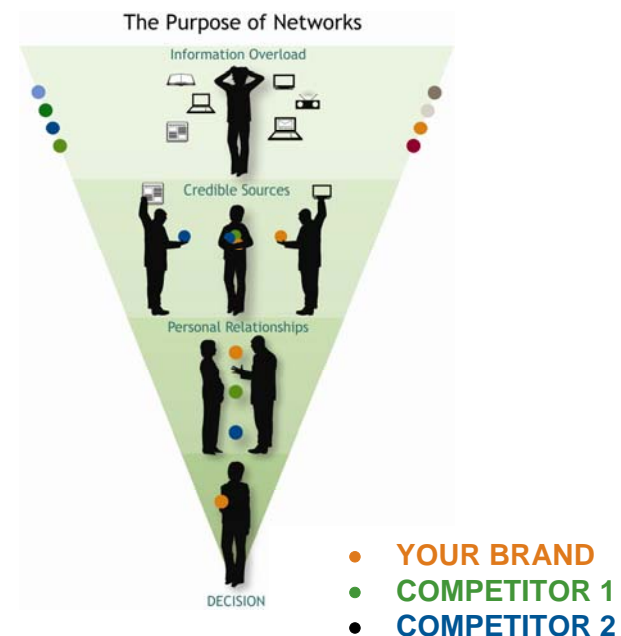
Community Analytics® is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process. We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect them with your brand.

- **TARGET**– map influence networks
- **LISTEN**– meet customers where they are
- **ENGAGE**– move market share with utmost trust

RELATIONSHIPS ARE VITAL









People are bombarded with information. How people are connected socially affects how they access and interpret information. A message delivered from a trusted peer is more powerful than a message from a biased source. Identifying these influential relationships is the first step in a successful and innovative marketing strategy.

Our research reveals that more than 80 percent of influential individuals are unknown to the Fortune 1000.



ESTABLISH A DIALOGUE WITH THE LEADERS

We must meet people where they are to empower the relationships that already mean something rather than try to create artificial relationships or predict relationships based on demographic models, online communication, visibility or other types of data.

	Age	Gender	Income	Occupation	Preference
	37	F	112 K	Investment Advisor	
	54	M	104 K	Salesman	
	24	F	45 K	Web Developer	
	42	M	98 K	Editor-in-Chief	



- Mass approach
- Target the usual suspects
- Broadcast uniform message

- Influence-driven approach
- Target influential individuals
- Connect with your audience 1-on-1

DRIVE PERFORMANCE

Our team of market-savvy consultants will guide you through the process of building partnerships and advocacy among the influential individuals within the framework of your current marketing resources, personnel, and processes.

- Improve market penetration
- Defend against competition
- Optimize ROI

Where We've Worked

- Agriculture
- Asset Management
- Associations
- Communications/ Marketing/PR
- Consulting Services
- Foundations
- Insurance
- Investment Banks
- Non-Profits
- Petroleum Refining
- Technology
- Universities
- Venture capital

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EMAIL INFO@COMLYTICS.COM.
OUR TEAM WILL WORK WITH YOU
TO CUSTOMIZE A SOLUTION FOR
YOUR ORGANIZATION.