

2025 SALES & MARKETING INSIGHTS RATE CARD

Service Type	Components	Deliverables	Estimated Timeline	Base Price
GIS & CUSTOMER INSIGHTS STUDY				
GIS & Customer Profiles	Mapping by County, City, ZIP, Trade Area; Lifestyle segmentation with Core/Conversion/Niche	Report generation, maps, slide deck, segment visualizations, executive summary	8 weeks	\$35,000
GEOGRAPHIC ANALYSIS ONLY				
GIS	Mapping by County, City, ZIP, Trade Area	Report generation, maps, slide deck, executive summary	4 weeks	\$18,000
PRIZM CUSTOMER PROFILES ONLY				
Customer Profiles	Lifestyle segmentation, Core/Conversion/Niche profiling	Report generation, slide deck, segment visualizations, executive summary	4 weeks	\$18,000
BUSINESS LEADS LISTS				
Lead Generation	Generate list(s) with lead criteria filters (up to 20K records)	Lead list export	1 week	\$1,500
CONSUMER LEADS LISTS				
Lead Generation	Generate list(s) with lead criteria filters (up to 20K records)	Lead list export	1 week	\$1,500
EMAIL LEAD LISTS				
Lead Generation	Generate list(s) with lead criteria filters (up to 5K records)	Lead list export	1 week	\$1,500
MATCHBACKS				
Media Intelligence	Targeted audience matches compared to sales (post-campaign analysis)	Excel report with matched records, total sales, % sales matched back	1 week	\$3,000
BRAND AWARENESS SURVEY				
Survey	Includes up to 12 questions regarding aided/unaided awareness	Raw data, basic charts, 2–3 insight slides	2 weeks	\$4,000
BRAND PERCEPTION SURVEY				
Survey	Includes up to 12 questions regarding aided/unaided awareness	Raw data, basic charts, 2–3 insight slides	2 weeks	\$4,000
AD EFFECTIVENESS SURVEY				
Survey	Includes up to 12 questions regarding recall and message clarity	Raw data, basic charts, 2–3 insight slides	2 weeks	\$4,500
3-WAVE TRACKING SURVEY				
Survey	Includes up to 12 questions and 1 audience	Raw data, basic charts, 2–3 insight slides	6 weeks	\$10,000
USAGE & ATTITUDES SURVEY				
Survey	Includes up to 12 questions regarding category insights, brand perceptions, usage behaviors	Raw data, basic charts, 2–3 insight slides	2 weeks	\$4,500

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PATH-TO-PURCHASE / JOURNEY SURVEY				
Survey	Includes up to 12 questions regarding touchpoint ratings, barriers, motivators	Raw data, basic charts, 2–3 insight slides	2 weeks	\$4,500
CIRCULATION AND READERSHIP				
Circulation & Readership	Map circulation to geography	Report generation, maps	1 week	\$4,000
COMPETITIVE MEDIA SPENDING				
Media Intelligence	Collect media spend by channel/category (top 3 competitors/channels)	Slide deck to benchmark competitor spend patterns	2 weeks	\$5,000
LOCAL ADVERTISING TREND INSIGHTS				
Media Intelligence	Analyze local ad types & spend trends (up to one year of trends; 3 ad types)	Slide deck to deliver media mix insights	2 weeks	\$8,000
LOCAL MARKET CONSUMER INSIGHTS				
Market Research	Analyze market trends, behavioral and psychographic findings	Slide deck to deliver consumer trends and insights	2 weeks	\$7,500
DATA CLEANSING				
Data Hygiene	Cleanse and standardize contact/address data, Merge fields and deduplicated records	Cleansed list export	1 week	\$1,000