



Audience Profile Intelligence. Data Innovation.

Proven data management and audience intelligence for success-driven organizations.

We know audiences.

We are a proven team of audience management, development and strategy experts with 75+ years of collective data intelligence.




Audience
Management


Audience
Development/Strategy


Audience
Profiling/Demos


Social Media


Digital Strategy


Content Marketing


Data/Databases


Analytics


Websites

Driving Growth with Audience Profiles

- **Reliable Reporting:** Audience profiling is a third-party validation of your audience data. Get the confidence you need to support your brand claims and the reporting insights you desire to target your most productive audience profile groups.
- **Drive Growth:** Gain a deeper understanding of your high value or undervalued segments. Our experts will analyze data and provide the best strategies and recommendations for your success. We uncover new engagement opportunities based on past behavior trends to reveal your least and best performing audiences. Identifying the audiences most likely to deliver the greatest return on investment gives your sales team a competitive advantage to drive revenue growth.
- **Establish Meaningful Relationships:** Get a deeper understanding of all audience profiles to develop highly relevant messaging and campaigns designed to motivate action. Profiling supports the optimization of future campaigns to increase audience engagement and brand loyalty. Make “smarter” marketing spends and improve your return on investment.
- **Customized:** Personalize the information that is most important to you and your team to support your sales and marketing goals. Highlight the quality and reach of your most and least engaged audiences. Identify the best channels to reach each audience by further understanding customer needs, trends and similarities.
- **Critical Asset:** Rely on your audience profile reports to support all targeted audience initiatives. A better understanding of your data will help you maintain loyalty and credibility with your customers.

Create Your
Story

Target Your
Best Customers

Confidently Build
Your Value Statement

Increase
Marketing ROI

We hear you.

How can I make my data work for me? 🔍

Audience development and strategy 🔍

What products do my customers want? 🔍

Multi-channel engagement 🔍

Data integrity 🔍

Multiple data sources, one complete view 🔍

How can I use data to increase market share? 🔍

Data driven decisions, higher profitability 🔍

Connect with buyer power 🔍

We know the big data questions keeping you up at night—and the smaller daily challenges that multiply. If you've searched for a data solution, chances are we've solved it before, with myriad approaches to share. We're ready to do the same for audience data.



*Our most
successful
clients are
engaged
in their own
growth.*

Proprietary Audience Intelligence System

Automated
Data Sets

Integrated
Reporting

Ongoing
Performance
Metrics

Profile Results

Create
Your
Story

Discover
Your Best
Audiences

Increase
Marketing
Conversions

Increase
Revenue
Potential

Reduce
Marketing
Spend

Create New
Customized
Products

Profile Samples

BUILDINGS

Audience Profile

The BUILDINGS Board, with its multi-channel approach, puts you in touch with the facilities professionals you need to reach in print, online and face-to-face! Connect with the buying power of the commercial buildings marketplace through our fully integrated print and digital media channels.

BUILDINGS serves commercial buildings, educational buildings, government buildings, healthcare buildings, manufacturing buildings, hospitality buildings and retail/box buildings.

Qualified recipients include owners, CEOs, presidents, directors of facilities, CFO, COO, COO, exec management, superintendents of schools, facility/building managers, asset managers, construction/project managers, facility/operations managers, energy/environmental managers, architects, space planners/interior designers, engineers, security/safety and other titled professionals in the field served.



BUILDINGS
115 5th St SE
Cedar Rapids IA 52401
800.553.8818
http://www.buildings.com

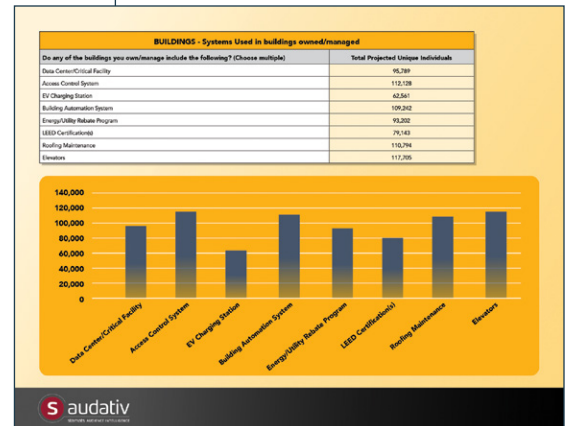
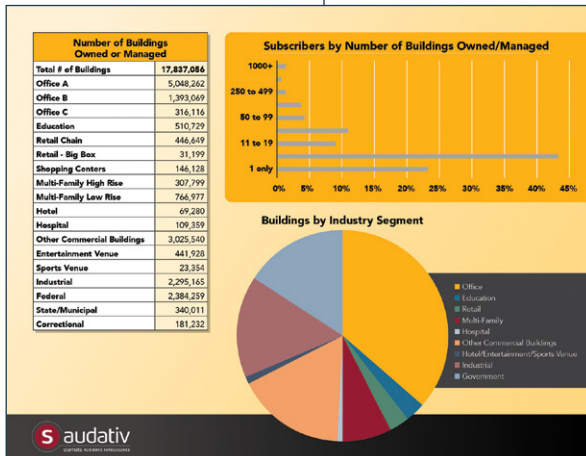
This Integrated Database analysis is provided by Statista Audience Intelligence. The analysis provides a better understanding and identification of all the media channels the BUILDINGS audience consumes. Tables contained in this report reflect net unique, unduplicated counts of individuals receiving one or more media channels available from the Publisher.

All Data in this report is based on: Nov/Dec 2020

Unique Individuals by Media Channels	Integrated Channels						Non-Integrated Channels				Net Unique Individuals
	BUILDINGS Magazine	BUILDINGS Bulletin e-Newsletter	Webinar Registrants	Webinar Attendees	Live Event Attendees	BUILDINGS Website (Users)	BUILDINGS Twitter	BUILDINGS Facebook	BUILDINGS LinkedIn		
Multiple Channel Recipients	97,544	94,028	16,449	12,461	2,490					163,578	
Single Channel Recipients	48,914	12,685	3,220	0	7,940					72,884	
TOTAL	146,458	106,713	19,669	12,461	10,430	117,087	7,923	6,380	1,387	176,384	

Media Channels	Integrated Channels						Non-Integrated Channels			
	BUILDINGS Magazine	BUILDINGS Bulletin e-Newsletter	Webinar Registrants	Webinar Attendees	Live Event Attendees	BUILDINGS Website (Users)	BUILDINGS Twitter	BUILDINGS Facebook	BUILDINGS LinkedIn	
BUILDINGS Magazine	146,458	94,028	16,300	6,037	2,302					
BUILDINGS Bulletin e-Newsletter	93,542	106,713	7,823	4,907	1,433					
Webinar Registrants	10,530	7,822	18,669	13,461	207					
Webinar Attendees	4,687	4,907	13,461	13,461	221					
Live Event Attendees	2,302	1,435	307	221	10,433					
BUILDINGS Website						117,087				
BUILDINGS Twitter							7,923			
BUILDINGS Facebook								6,380		
BUILDINGS LinkedIn									1,387	

Non-duplicated Integrated Data Analysis	
Net Unique Individuals	176,384
Individuals Receiving Only One Channel	23,864
Average Channels Per Individual	1.7



Database Services and Strategies

Comprehensive
Database Platform

Data Processing &
Customer Service

Audience &
Profile Development

Audience
Management

Audit
Verification

Reporting
& Analytics

Audience Intelligence

“We help clients understand their gold mine of data and have it start working for them. Our audience experts are passionate about digging into data and defining strategies and tools that result in a higher return-on-investment in this ever-changing industry of data collection. We never want someone to miss a revenue opportunity because they didn’t have the resources to analyze the vast amounts of data they’ve been collecting for years.”

Kim Leonard
Vice President, Chief Audience Officer
35+ years audience intelligence





CONTACT US

We're passionate about your vision. Let's make it a reality.

stamats.com/audience