

# AP **Insights & Strategy** Reports





# Artist Strategy Report

This report has been designed to deliver on two key objectives..

Based off your current fan profile and your growth objective, Identify the **two DNA segments** that show high potential to be your **next fan opportunity**.

Provide you with **unique insights** that help you understand The DNA Segments and all their relevant touchpoints. These insights span the breadth of your marketing opportunities **allowing for all marketing efforts to align to a DNA Segment**.

## Report includes

- Report Brief
- Key Takeaways
- DNA Segment Match
- DNA Audience Insights
- Consumer & Brand Insights
- Music Insight
- Media Insights



# Brand Insights Report

Pitching for a particular brand and want to craft a story? Or maybe you want to decide if they are a good match for you...

## Report includes

- Key Takeaways
- Brand Overview
- DNA Segment Match
- DNA Audience Insights
- Consumer & Brand Insights
- Music Insights
- Media Insights

This report will deliver you all the **key insights around the brand, including an audience profile, competitor analysis, and an understanding of how their audience overlaps with the world of music.**

**We'll identify the best-matched DNA Audience Segments to match your brief or the brands and deliver insights on how to best connect with them.**



# Media Insights Report

## Report includes

- Key Takeaways
- Brand Overview
- DNA Segment Match
- DNA Audience Insights
- Media Insights

Radio or TV? TikTok or Snapchat? Just need to know **what media properties you should consider** when trying to reach an audience? This report is the one for you.

The media insights report highlights the media properties you need to **put focus on to make the best impact** on your audience. The report is built **analysing all media properties** from newspaper to TikTok!

# Audience Insights Report



## Report includes

- Key Takeaways
- Audience insights
- Consumer & Brand Insights
- Music Insights
- Media Insights
- Best Segments Reach Vs Propensity
- Artist Affinity (for measured artists)

Want to deep dive into an audience of a particular topic. Maybe it's the Soundcloud Audience? Hip Hop Fans or Vinyl Purchases? If so, then this report is the one for you.

This report delivers all the **key insights around their profile, including music, media and consumer habits**. We'll also take a look at how the AP DNA Segments overlap with the audience.



# Bespoke Report

If you are unsure if any of the reports are going to meet your needs, please email us and we'll help you, if one of our reports don't cater for your needs our research team can create a bespoke report that will.

## Report includes

- A combination of any of our 35,000 data points



# DNA Segment Match

**If you would like our research team to help you identify what DNA segments best match your audience all you need to do is submit a DNA segment match request with as much information about your audience as possible and they will get matching.**



# How to get **in touch**



Dedicated Team **Operating 24/7**



## **General Requests**

[APinsights@audienceprecision.com](mailto:APinsights@audienceprecision.com)



## **DNA Segment Match**

<http://bit.ly/DNAsegmentmatch>

72 hour turnaround time



## **Report Requests**

<http://bit.ly/Reportrequest>

Turnaround time: 14 business days from brief approval.





# Thank you.

Reach out if you have any questions - [APinsights@audienceprecision.com](mailto:APinsights@audienceprecision.com)