



MARKETING SOLUTIONS

BABCOX DATA & INSIGHTS

Data's role in business has changed over time. It's no longer reserved for high-level strategy meetings — it is now used to guide and influence day-to-day decisions. Babcox Media is invested in audience-data collection, management and segmentation to guide our editorial, strategic and promotional efforts, as well as those of our customers.

Our Centralized Audience Resource (CAR) is an integrated customer database that contains demographic and behavioral data from all of the Babcox Media publications, digital products and events spanning the car dealer, auto care, tire, collision, distribution, performance, commercial trucking, powersports and enthusiast markets. CAR can help you create effective marketing campaigns that target the right audience with the right message, utilizing the best customized products to achieve your goals and objectives.

Gaining a better understanding of an audience through research arms marketers with insightful information, providing a well-founded path to success. The Babcox Media Research Team produces custom quantitative and qualitative proprietary research throughout car dealer, auto care, tire, collision, distribution, performance, commercial trucking, powersports and enthusiast markets. Our research professionals analyze national, regional and local industry data to uncover key information relative to your brand, product or service using various methodologies to aid your business.

We manage all phases of your research projects, including the development of a project overview, an outline of objectives and deliverables, sampling, data collection, tabulation, statistical analysis and reporting.



CUSTOM CONTENT & WEBINARS

From custom publishing services to custom marketing campaigns and content, our team can work with you to devise an individualized strategy to maximize incoming leads. Our portfolio of custom services provides you with the unique opportunity to support your marketing communication strategies with your own dedicated specialty publication or promotion, tailored to deliver your message with impact to your target audience. Whether you're introducing new products, presenting new services or reinforcing your brands, we'll create an efficient, cost-effective custom piece to enhance the value of your products and move customers to action.

Are you looking to position your company as a thought leader in the market while simultaneously generating leads? Babcox Media-produced webinars are a cost-effective way to fill your sales pipeline, while building deep relationships with aftermarket decision-makers. Many companies produce webinars, but only Babcox Media offers the expertise, audience and tools to ensure your webinar's success.