

How many records does the GFR Corporate Data Base hold?

- As of August 2014, the GFR Corporate Data Base holds over 2 Million records. However, this number is in constant growth as over 30 sources of information upload data every day.

What is a variable of segmentation?

- Any value that can be used to profile. The most common are demographics (age, gender, income, etc), however, Audience Profile takes pride in using Life Style variables to better segment audiences.

How many variables of segmentation are possible with Audience Profile?

- We have over 400 variables for segmenting audiences. The best part is that if we don't currently hold a specific variable in our Data Base, we can always carry out an initiative to obtain it.

What types of campaign can I set up with Audience Profile?

- There are two main types of campaigns, One-Time & Permanent/Recurring. It will all depend on the campaign objective and client's needs.

How can I set up a campaign with Audience Profile?

- It's easy, just contact your sales executive, advertisement agency or directly to our expert team at audienceprofile@gfrmedia.com. Once we understand your objective, we will recommend a tailored work-plan for you.

What are the main channels of communication?

- We can carry out your campaign through a variety of channels. The most popular ones are **Email, SMS, Call Center and Mail**. However, we can also integrate POS activations, online surveys or polls or any other initiative that you may need.

What happens after we execute your campaign?

- Once we send out your campaign, the fun begins... Our experts at Audience Profile believe in the power of gathering intelligence and assessing our clients. We also believe in transparency; we will provide the client with a full, undisclosed and detailed report of the

campaign's results.

How can Audience Profile generate leads for your business?

- The experts at Audience Profile can design the perfect campaign for lead generation. Through surveys and questionnaires, we can help identify your best prospects and maximize your investment.