

# ARE YOU USING THE **WRONG DATA** FOR MARKETING AND SALES?



**PROPAGANDA**

**PROOF.**  
POSITIONING

**THERE HAS TRADITIONALLY  
BEEN 2 TYPES OF RESEARCH:**

**Quantitative research and  
Qualitative research**

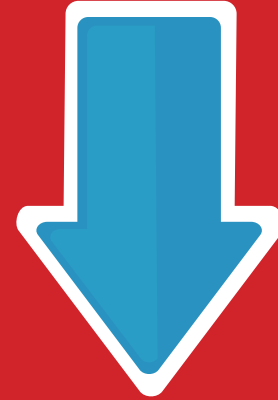
# EVOLUTION OF DATA

**Quantitative**



**Big Data**

**Qualitative**



**Emotional Data**

# BIG DATA VS. EMOTIONAL DATA



# BIG DATA

Extremely large data sets that may be analyzed computationally to reveal patterns, trends and associations relating to human behavior and interactions.

- + Easy to Gather
- + Indiscriminate
- + Measures Behavior
- + Difficult to Make Actionable





# EMOTIONAL DATA

Data that is small enough for human comprehension. It is highly actionable data that applies numerical values to feelings. Emotional Data helps explain the emotions, motivations and preferences of human behavior and interaction.

- + Difficult to Gather
- + Used for Specific Purposes
- + Measures Emotions & Attitudes
- + Is Actionable

# BIG DATA

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# EMOTIONAL DATA

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- + Measures Emotions & Attitudes
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**BIG DATA HELPS  
ANSWER: Who, What,  
When, Where, How**

**EMOTIONAL DATA  
HELPS ANSWER: Why**





# WHEN SHOULD YOU BE USING EMOTIONAL DATA?



# WHEN YOU NEED TO EXPLAIN WHY THINGS ARE (OR AREN'T) HAPPENING





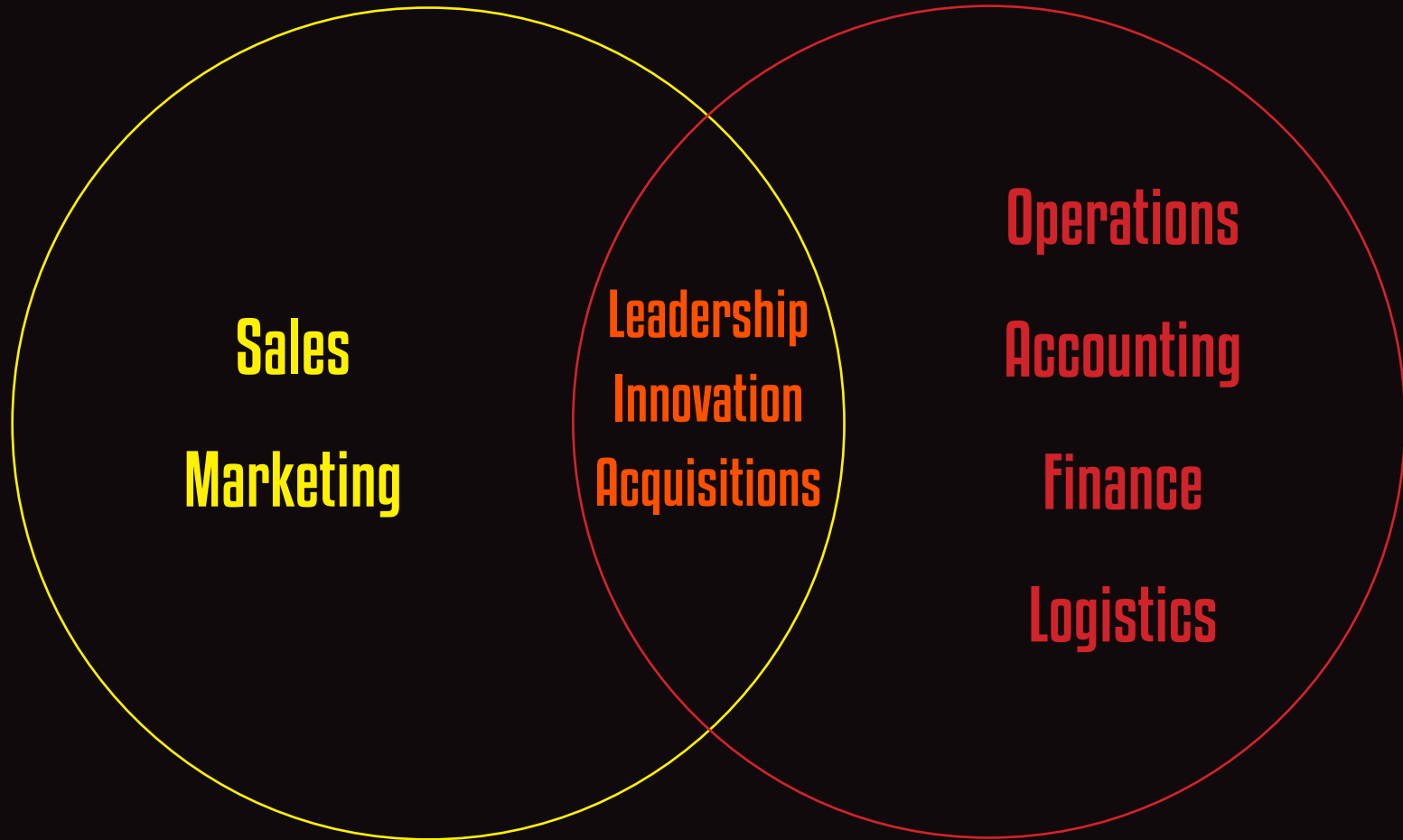
# ROLES OF DATA USAGE





# EMOTIONAL DATA

# BIG DATA



# HOW PROOF USES EMOTIONAL DATA



# PROOF

PROOF uses  
emotional data to  
help organizations  
get answers to their  
burning questions



# EXAMPLES OF BURNING QUESTIONS

- What messages are most emotionally resonant to get people to buy?
- Which segments, roles or industries are most likely to buy?
- Which new verticals should we target?
- What do our existing and potential customers think of us and what is important to them?
- Why is our new product not selling the way it should?
- What mediums should we be using to be most mathematically effective with our marketing and advertising spends?





# DEFINING PROSPECTS

WHAT IS YOUR ORGANIZATION'S APPROXIMATE ANNUAL REVENUE?	OVERALL	LESS THAN \$10M	\$10-50 MILLION	\$50-250 MILLION	\$250-999 MILLION	OVER \$1 BILLION
Content Redacted for Confidentiality	64	84	31	25	67	63
Content Redacted for Confidentiality	62	73	58	25	67	81
Content Redacted for Confidentiality	50	73	31	38	33	50
Content Redacted for Confidentiality	42	61	19	13	33	44
Content Redacted for Confidentiality	36	51	31	25	22	25
Content Redacted for Confidentiality	36	51	19	25	56	19
Content Redacted for Confidentiality	35	49	25	25	22	38
Content Redacted for Confidentiality	34	48	6	13	33	31
Content Redacted for Confidentiality	33	50	13	13	44	19

# WHAT TO SAY TO WHOM

WHAT IS YOUR ROLE IN YOUR ORGANIZATION?	OVERALL	PRESIDENT/ CEO	CIO	VICE PRESIDENT	DIRECTOR OF IT	MIDDLE MANAGER	SYSTEM ADMIN.
Content Redacted for Confidentiality	56	78	25	30	72	56	50
Content Redacted for Confidentiality	52	67	38	50	54	56	50
Content Redacted for Confidentiality	51	44	75	50	49	51	50
Content Redacted for Confidentiality	46	56	38	50	46	50	41
Content Redacted for Confidentiality	36	56	13	40	38	33	36
Content Redacted for Confidentiality	23	11	38	20	18	33	23
Content Redacted for Confidentiality	16	22	25	20	21	11	9

# PROOF HAS...

- Performed over 300 studies for over 150 organizations
- Managed millions of responses
- Provided unique data sets for multi-national, multi- billion-dollar organizations down to funded start-ups
- Worked with for-profit public and private, 501 ©(3) non-profits, foundations, associations and federal and municipal governments
- Harmoniously worked with in-house teams, agencies and (AOR), consultants and other research teams



# PROOF.

POSITIONING

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