

affinity  
answers

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# Affinity Data+

# Why Affinity Data+ ?

Affinity Data+ provides consumer data and service to help restaurant brands bridge consumer data gaps to outperform their competitors.

Most restaurants and brands are at a big disadvantage when it comes to data for their day-to-day decisions. Data services and infrastructures like DMP and CDP stacks are designed to help the largest enterprise brands get the most out of their data. Without the data, the expertise, or the resources, effectively understanding your consumers and your competition's consumers is between hard and impossible. We help brands of all sizes and resources achieve growth, innovate, and disrupt.



## Data+

Supported by Affinity Answers, the world's largest provider of social affinity data, Affinity Data+ has access to social, location, panel, and purchase data to help marketers drive higher ROI while supplying best-in-class data to bridge any gaps.

### Trusted by

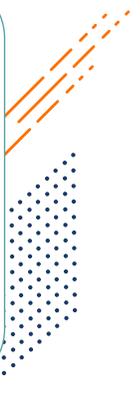


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Ease of use, ability to give us real-time insights, and the ability to create custom segments has brought our segmentation to life. In addition, Affinity Answers has been a great partner to work with.

**Kristi Grinde**, Senior Manager, Consumer Insights and Brand Strategy, CKE Restaurants



# How it works

Working with brands over the last 20 years, we have been given a front row seat to what marketers are looking for and how to help them succeed

## Marketers want to know

- What is my current customer activity by frequency, daypart, and broken out by DMA?
- Who are my current customers (media habits, buying habits, favorite shows, etc)
- Who are my competitor's customers (media habits, buying habits, favorite shows, etc)
- What is causing my brand to grow or decline?
- What is my current customer sentiment (pricing, quality, etc)?
- What is my brand awareness?

## So we combine and analyze disparate datasets

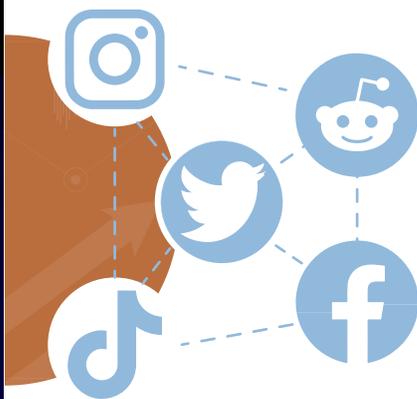
- Social Affinity Data from Facebook, Instagram, Twitter, Tik Tok, and Reddit - 250MM people
- Panel Data- Nielsen panel
- Purchase data - 15MM people
- Location data - 19MM people

## To deliver

- Customer and competitive reporting (Frequency, Daypart, DMA)
- 1st Party / Loyalty data enrichment
- Proxy loyalty and competitive conquest data via MAIDs
- Behavioral profiles of current and competitive customers
- Optimized targeting data (Universal Audiences)
- Brand awareness studies & surveys

## So marketers can

- Increase revenue and profitability for predictable growth
- Improve media, targeting, messaging, and engagement
- Better understand business performance and customer needs
- Improve customer satisfaction and retention
- Reduce cost of acquisition
- Optimize competitive conquering



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To work with us visit [affinityanswers.com](https://affinityanswers.com) or contact us directly  
at [hello@affinityanswers.com](mailto:hello@affinityanswers.com)

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