



LIGHTSPEED AMPLIFYR APPENDS

PAINT A BETTER PICTURE OF YOUR TARGET CONSUMER

When it comes to your marketing research project - richer insights, deeper audience understanding and superior results begin with relevant data. Lightspeed's AmplifyR Appends provides an enhanced profile of your consumers. By combining consumer third party data with our panelists' profiles, Lightspeed marries behavioral and attitudinal data to paint a more complete portrait of your target consumer.

Benefits of AmplifyR Appends:

- Comprehensive view of panelists
- Simple, intuitive automated application
- Connects research to marketing activation
- Marries behavioral and attitudinal data to paint a more complete portrait of your target consumer

With industry leading geodemographic, behavioral and attitudinal segmentation data choices, AmplifyR Appends can be used to target survey respondents or be appended to survey results. Through our automated processes, AmplifyR Appends can be used at every stage of the research cycle.





LIGHTSPEED

DISCOVERING TRUTH THROUGH DATA

Quality-seeking researchers, marketers and brands choose Lightspeed as their trusted global partner for digital data collection. Our innovative technology, proven sampling methodologies and operational excellence facilitate a deep understanding of consumer opinions and behavior. With 700 employees working in 14 countries, we maximise online research capabilities. We empower clients by revealing information that is beneficial, providing clarity and research data that illuminates.

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