



# DATA APPENDS



# DATA APPEND

## Broadening analysis and data applicability



### Data Append Overview

- A data append bridges the gap between primary and secondary research efforts by connecting 3<sup>rd</sup> party data to survey data.
- Data appends are performed by taking personally identifiable information (“PII,” e.g., name, address) from respondents in a primary research study, and matching it against PII from 3<sup>rd</sup> party databases, so that the 3<sup>rd</sup> party data can be overlaid on the primary research results.
- The data append enhances the project through:
  - Helping to **translate research into marketing**
  - Obtaining a more **comprehensive customer view** with more intelligence and information about your customers, including filling gaps on information that customers may not explicitly state
  - Gaining a **better understanding** of your audience/customers
  - Revealing **new insights**
  - Allowing for a **shorter survey** to keep customers engaged
  - Including **additional variables** to cut the primary research data by



### Case Study: Study Overview

#### **Background:**

- A healthcare manufacturer wanted to understand the role of communication methods in patient journey around gut health issues, and the role of digital communication and media related to gut health.

#### **Objectives:**

- Further understand the target consumers through appending syndicated data about behavior and media habits to the primary data.
- Provide further support to translate research findings into marketing recommendations.

#### **Methodology:**

- Cue Insights appended 3<sup>rd</sup> party data from Acxiom, a data and technology company, to primary research data.
- Acxiom’s Audience Propensities helped the client predict brand affinity, preferences and behavior.

#### **Results:**

- Appended data was integrated into the final report, providing new and expanded insights beyond the scope of what the primary survey instrument was able to deliver.



# THANK YOU

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