



Think Data G R O U P

Maximize the return on your company's data, hassle-free, with our Digital Audience Co-op.

We've all heard that data is the new gold.

But how many of the '49ers during the California gold rush really made a buck? Don't fall into the same trap with your data.

These days, organizations collect a mother lode of marketable data but fail to monetize it - and for good reason. Selling data can be a colossal struggle. It's complex and risky. The up-front costs are steep. Companies often lack market know-how and sales capabilities.

Think Data Group's Digital Audience Co-op makes it easy to profit from your data.

Leveraging our expertise, deep industry connections, and innovative co-op model, we:

- Identify your data's value
- Package it with the optimal taxonomy, in unique segments that buyers want
- Post it on top-tier digital storefronts
- Sell it widely and wisely, so interested buyers understand its value

We can deploy data of all types — B2B or B2C — as long as it is of significant scale. We have robust segments including in-market auto, brand buyers, global B2B contacts, new movers, pre-listing movers, OTT CTV audiences, a comprehensive telco file, and many more to come.

The Digital Audience Co-op reduces costs and risks. Our innovative model slashes up-front fees and aligns your goals with ours. So you profit from our expertise and connections as successful veterans of the data business. We profit by making your job easier and earning you money.

Why Think Data Group

- We are a boutique firm offering the skills and vision to exceed expectations.
- Clients typically get at least a fivefold return on engagements.
- Each of our consultants has at least 25 years of experience.
- We've forged our reputation by delivering solid results for firms ranging from startups to large enterprises across industries, in B2B and B2C.
- We thrive on repeat business and client referrals, having built a loyal group of satisfied customers.