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For Immediate Release

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Research Director, Inc. Debuts Exact Age Report 3.0

The best targeting tool to market to your audience has gotten even more powerful. Research Director, Inc. announced the unveiling of Exact Age 3.0.

“The term exact age is a slight misnomer,” says Marc Greenspan, a partner with Research Director, Inc. “You will have detailed knowledge of the exact age as well as the gender and ethnicity of the listeners that contribute the most listening to you, your format group, and your competitors. For example, you don’t need to market to Adults 35-44 when your competitor is winning with 37-year-old Hispanic men. It comes down to focus.”

Charlie Sislen, a partner at Research Director, Inc., adds, “The power of this report, when combined with other tools like our Hot Zip Report, is that it gives you the ability to impact your ratings at a negligible cost. Imagine having this kind of detailed information for every metro radio station plus all appropriate formats in your market. It is a key to success.”

On June 27th at 2pm ET, join Charlie Sislen for a free webinar that will show how the new Exact Age 3.0 report – in conjunction with Research Director, Inc.’s suite of reports and services – will help you better analyze and grow your ratings. Space is limited – sign up by visiting <https://attendee.gotowebinar.com/register/8522144602176596236>.

About Research Director, Inc.

Research Director, Inc. is based in Annapolis, Maryland. Coined “The Ratings Experts” by their clients, the company helps radio stations’ programming and sales departments maximize the value of their research. For more information about Research Director, Inc., visit www.ResearchDirectorInc.com, call 410-295-6619, or e-mail info@ResearchDirectorInc.com.