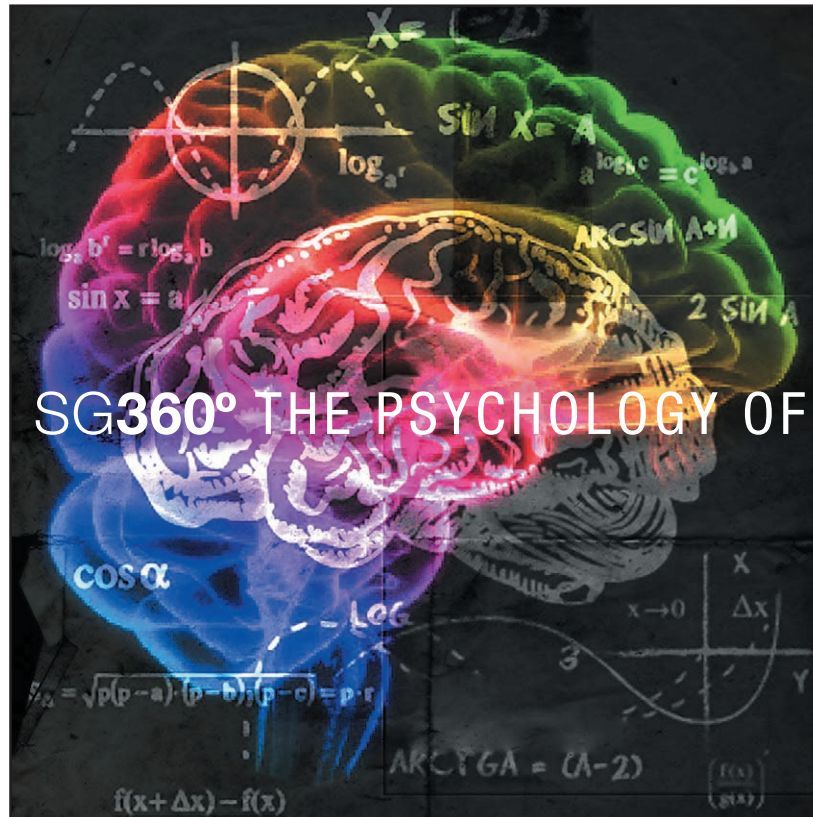


EMPIRICAL INSIGHTS



SG360° THE PSYCHOLOGY OF MOTIVATION

THE PSYCHOLOGY OF MOTIVATION
A PROVEN **MARKETING GAME CHANGER**

E M P I R I C A L

FIND CONSUMER INSIGHT THAT **NO ELSE CAN SEE**
UNDERSTAND THE **CONSUMERS' MINDSET**
LEVERAGE THE DISCOVERED **KNOWLEDGE**
CREATE **REAL IMPACT**
MOTIVATE YOUR CONSUMERS TO SAY... **YES**

From a marketing standpoint, you probably have a good profile of who your customers are. It's likely you also know what their preferences and lifestyles look like.

But do you know what they're thinking? Do you know what motivates them to like your brand, products and services? Of course not. But what if you could get a piece of that insight?

We have helped major brands do just this.

I N S I G H T S



Empirical Insights is the exclusive delivery arm of an award-winning, innovative science created by Harvard educated author and research scientist Dr. Howard Moskowitz. This actionable science gives your organization the capability to identify the unique individual preferences (likes and dislikes) of your customer or client.

This unique combination of psychology, marketing and mathematics create significant improvements in our customers' overall sales, profitability and client loyalty.

Conventional segmentation will get you incremental results.
Empirical Insights will create dramatic impact.



“We don’t need to physically or psychologically describe our client to be effective. We need to know precisely what to say and what to show them to motivate them to purchase.” Dr. Howard Moskowitz

INSIGHTS

“People are overlooked for a variety of biased reasons and perceived flaws – and mathematics can cut right through that. Using statistics, the way we read them, we’ll find value in players that nobody else can see.” Billy Beane - *The Moneyball*



Dr. Howard Moskowitz Senior Partner, **EMPIRICAL***Insights*

Dr. Moskowitz is both a well-known experimental psychologist in the field of psychophysics and an inventor of world-class market research technology. He has written/edited six books and over 300 scientific articles on experimental design. He currently leads his two key companies (iNovum and Mind Genomics). Dr. Moskowitz has won numerous awards for his methods including: the Charles Coolidge Parlin Marketing Research Award, the ARF Research Innovation Award, The Market Research Council Hall of Fame Award, the Scientific Director's Gold Medal for outstanding research at the U.S. Army Natick Laboratories, and the (twice) awards by ESOMAR (European Society Of Market Research). Dr. Moskowitz and his team leverage over 40 years of proven results in the area of applying the psychology of motivation to many areas including: non-profit, government, food sciences, healthcare and insurance. Through a purposeful integration with **SG360**^o, we are now focused on expanding this success model across a broader spectrum of the commercial market.



Luke Heffron Senior Vice President, **EMPIRICAL***Insights*

Luke is one of the early innovators of data driven direct marketing. He brings over 20 years of experience in leveraging customer data to enable meaningful and effective customer communication. He has developed effective marketing programs for many major organizations in the areas of acquisition, retention, win back and loyalty. His experience has lead him to be able to equally see the impact of an individual campaign event all the way up to an enterprise marketing direction. Key customers have included: Ford Motor Company, Whirlpool Corporation, MGM International, Caesars Entertainment, Harley Davidson, Starwood Hotels, AT&T, and Costco. At **SG360**^o, he leads the Empirical Insights team and the overall direction of strategic marketing channel integration for our clients.





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