

mather:



MATHER ECONOMICS OVERVIEW

mediaXchange 2017

mather:



ABOUT US

OUR PROFILE

mather:

2002

Founded in 2002 in Atlanta by Matt Lindsay, Ph.D. to apply microeconomics and predictive modeling to business clients

500+

We manage customer analytics and revenue yield management for over 500 clients with over \$4 billion in annual revenue and 30 million customers.

98%

Mather Economics holds a 98% customer retention rate.

2015

In 2015 we launched Listener™, a data capturing software that tracks user information on the web.

10 to 1

Our typical client engagement provides a 10-to-1 return on investment. We provide revenue growth while lowering risks from pricing actions.

41+

Mather Economics has over 41 employees, with offices in Atlanta and Amsterdam.

- Digital Revenue Yield Management
- Data Science as a Service
- Listener Digital Data
- Advertising Pricing
- Content Economics
- Market Based Pricing (MBP)
- Customer Lifetime Value (CLV)
- Churn Modeling
- Customer Acquisition
- Revenue Forecasting

OUR NEW PRODUCT:

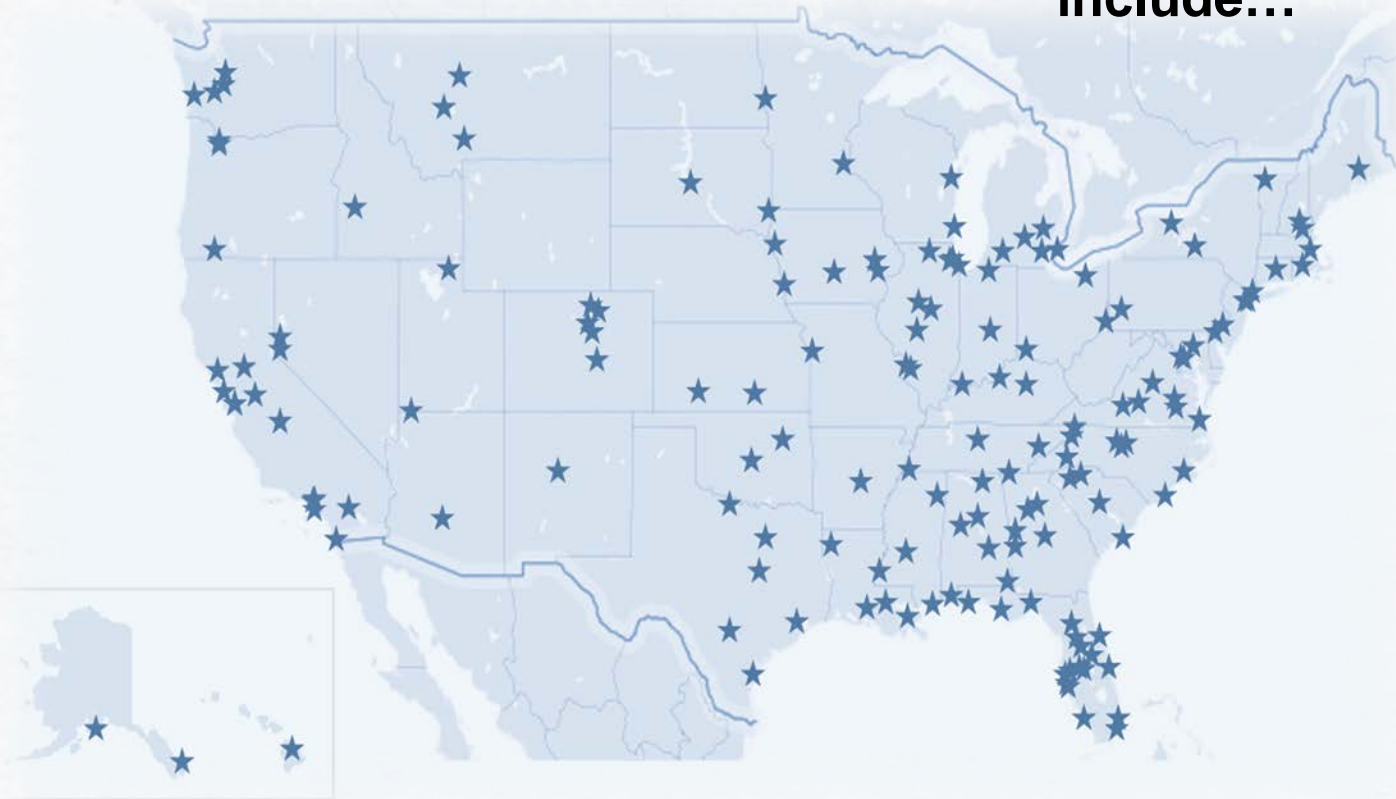
metricsXchange is a digital benchmarking tool that lets the user compare digital (revenue, audience and custom) analytics against peers.



OUR CLIENTS

mather:

A few of our clients
include...



ADVANCE CENTRAL

Wilmington, DE

READER'S DIGEST

New York City, NY

TRONC

Chicago, IL

DALLAS MORNING NEWS

Dallas, TX

NEW YORK TIMES

New York City, NY

GANNETT

McLean, VA

HEARST

New York, NY

OAHU PUBLICATIONS

Honolulu, HI

BH MEDIA GROUP

Omaha, NE

DIGITAL FIRST MEDIA

Denver, CO

MCCLATCHY

Sacramento, CA

NEWS MEDIA ALLIANCE

Arlington, VA

DISPATCH MEDIA GROUP

Columbus, OH

PHILADELPHIA INQUIRER

Philadelphia, PA

OUR CLIENTS

mather:

THE GLOBE AND MAIL

Toronto, Canada

THE AGE

Melbourne, Australia

MEDIAHUIS

Antwerp, Belgium

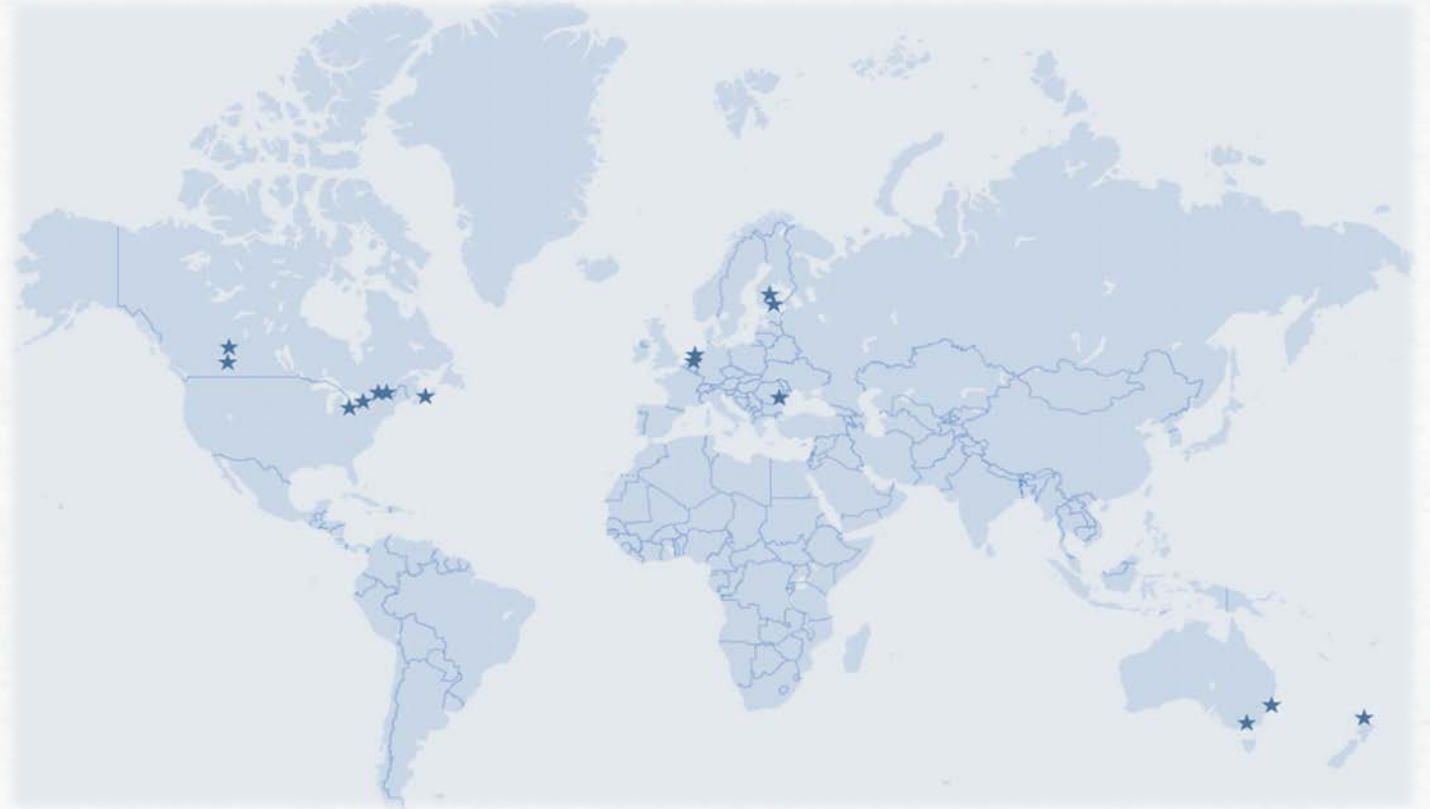
NRC

Amsterdam, Netherlands

SINGAPORE PRESS HOLDINGS

(SPH)

Singapore



Locations of Mather Global Clients include: Toronto, Ottawa, Montreal, Vancouver, Halifax, Calgary, Edmonton, Windsor, Amsterdam, Antwerp, Helsinki, Tampere, Bucharest, Singapore, Sydney, Melbourne, and Auckland.



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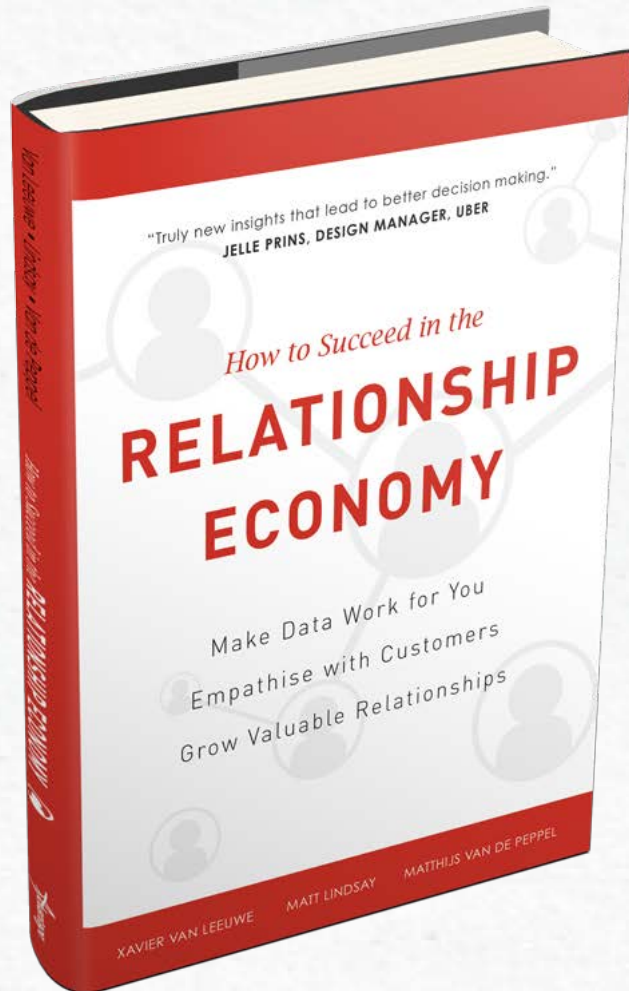
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HOW TO SUCCEED IN THE RELATIONSHIP ECONOMY

Learn how to make data work for you, grow valuable relationships, and empathize with your customers.

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