

DO YOU WANT DATA **OR DECISIONS?**

Data dumps leave you asking “so what” vs. getting critical insights you can act on.

STRATEGIC PARTNER OR DATA VENDOR?

Today’s business leaders are pressed to make more important decisions with less time and even less room for error than ever before. Growth and retention are vital in financial services, so the question is simple. Do you want a trusted partner to dig into and develop actionable insights or a vendor that will dump data and leave?

LA MACCHIA GROUP

IN-HOUSE EXPERT

Our dedicated team is trained in Geographic Information Sciences, market segmentation, financial analytics and pro-forma development, focused solely on developing strategies for those in the financial industry.

CUSTOM INTERPRETATION

With your goals in mind, our team analyzes market and competitive data, your unique transaction data, and the perceptions of your current/prospective consumers to form meaningful insights and customized recommendations.

MEASURE AND RE-EVALUATE

The dynamics of your market won’t stay the same forever. As part of our commitment to your success, we’ll revisit past market studies to identify any changes that might impact your strategy with recommendations on how to adapt.

ALTERNATIVES

THIRD PARTY PROVIDER

Many other firms haven’t invested in the in-house specialists needed for strategic market analyses, outsourcing the work to other firms. The data is pulled by a firm you’ve never been able to explain your goals to.

“PRE-PACKAGED ANALYSIS”

Faster or cheaper reports likely come at the cost of quality insights. Getting the same templated report about your market as the gas station down the street or the competitor looking to enter isn’t going to help you win.

ONE AND DONE

After a one-time presentation of findings, many other vendors close the project and are hesitant to look at the data again if new questions arise. When the project is done, the support is gone, leaving you to figure it out on your own.

Data, insights, ACTION. Get more with La Macchia Group.

