

ninetwofour
cooperative marketing agency

Company Overview





About 924 CoOp

924 CoOp's vision is to amplify the voices of consumers through **better marketing, better research, and better data.**

We **respect ourselves** so we can **respect our clients** and have strive to create a foundation of trust that allows us to explore new ways to grow their business. We believe in fostering a diverse and inclusive marketing landscape. Our founder, Sequoyah "DataBae" Glenn, is a champion for this mission, having established the **Black Marketers Coalition** (BMC) in 2019 and co-founded **CultureMRx** (CMX) in 2022.

We are **givers**, we are **disruptors**, and we believe in redefining agency relationships through the **trust, community, and partnerships** that we build for our clients and agency partners for many years to come.

Our Mission

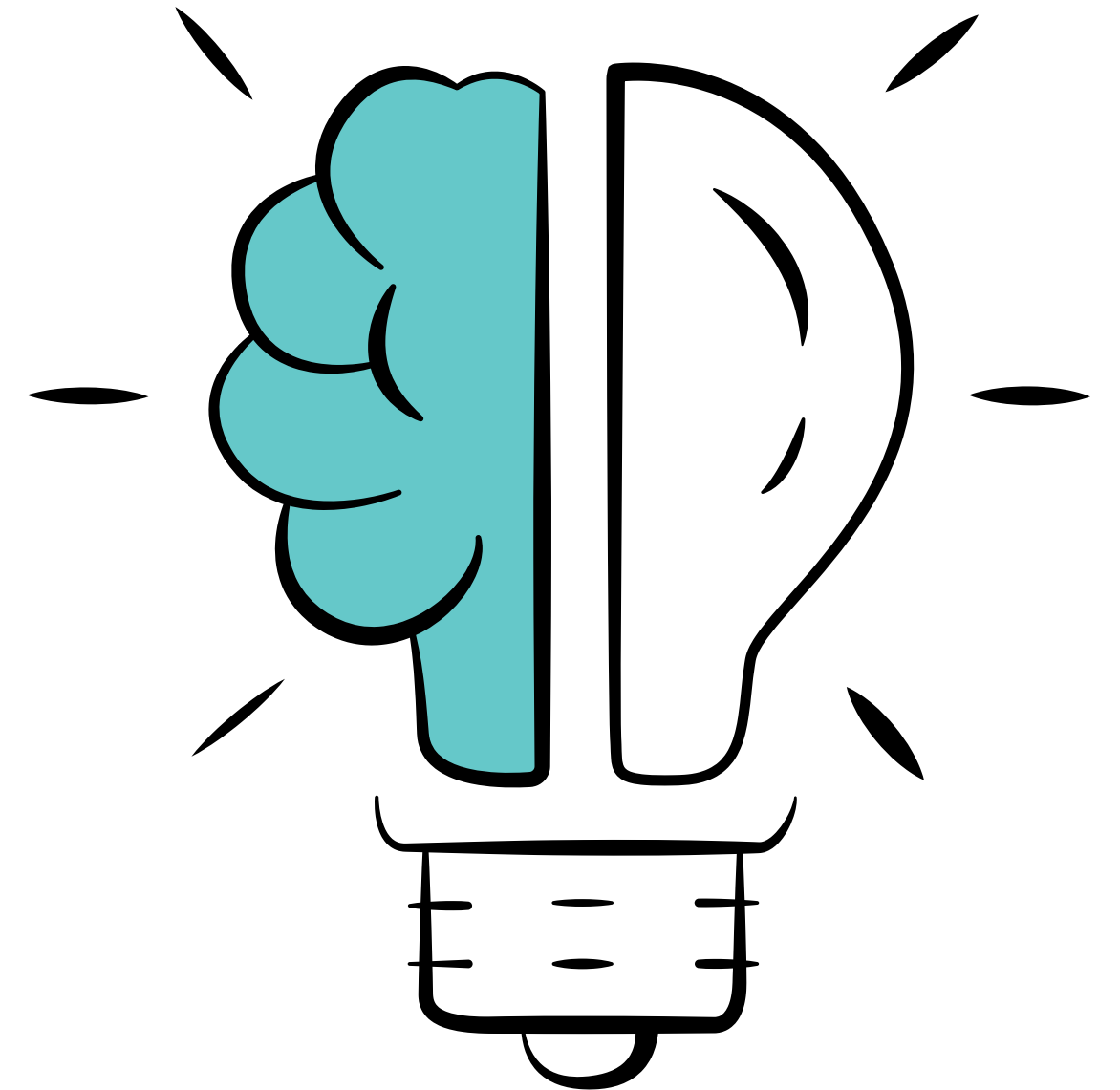
924 CoOperative's mission is **to help people see themselves in the products and services they use the most.** Our vision is to amplify the voices of consumers through **better marketing, better research, and better data.**

We achieve this by:

- creating culturally accurate campaigns and strategies
- recognizing all voices as equal
- using data responsibly and ethically every step of the way

Our core values are:

1. Be Open
2. Be Curious
3. Be Honest
4. Be Trustworthy
5. Be Yourself



What Sets us Apart

We don't do diversity..we are diverse #period

Real streamlined processes that work

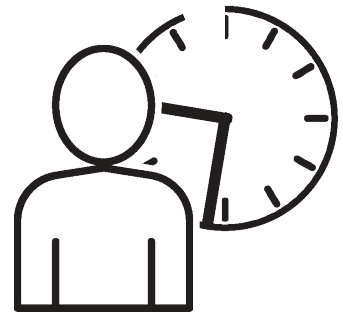
All Senior-level consultants

Collaborative teams to meet your needs #antisilo

80+ years of combined industry experience

This is How we Do It

Our goal is to **save you time**, and **maximize your investment**:



One billing point-of-contact (POC)

All senior-level consultants

Best in class technology

We build the right teams to handle your project and/or brand's needs so we work **passionately** and **efficiently** together.



About Our Founder

Sequoyah "DataBae" Glenn, MBA is a data-driven marketer in Atlanta, GA and graduate of Jacksonville University and Brenau University.

Sequoyah, affectionately known as [DataBae](#), has been in the marketing industry for over 10 years. She's carved out her niche by becoming a researcher across various disciplines in the industry, largely within the [advertising/media, retail, beauty/cosmetics, and multicultural audience spaces](#). After gaining valuable experience from organizations big and small, Sequoyah chartered her own path, becoming a solopreneur and founding a boutique marketing agency, [924 CoOperative](#) in 2021 and a greeting card line, [HappyResignationDay.com](#).

Sequoyah enjoys volunteering with [AMA Atlanta, 48in48, National Urban League, The A Pledge](#); she's an advisor at [USF's Muma College of Business](#) and proud member of [Alpha Kappa Alpha Sorority, Inc.](#)



About CultureMRx

CultureMRx is a professional organization, for Black insights professionals and their allies, built on three core pillars:

Collaboration: Fostering a strong network of support and knowledge sharing for Black market research professionals.

Upskilling: Providing access to educational resources and professional development opportunities to help Black researchers excel in the field.

Fellowship: Cultivating a sense of community and belonging for Black market researchers.

The Impact of CultureMRx:

With over 100 members, CultureMRx is making a significant impact on the marketing research industry.

924 CoOperative's Commitment:

We believe in the power of diverse perspectives to drive more insightful and impactful marketing research. We are committed to supporting organizations like CultureMRx that champion inclusion and empower Black excellence in the field.



What Sets us Apart

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Our core values are to **respect ourselves so we can respect our clients**. We value **community**, both the ones given to us and the ones we create in our CoOp. We believe in **treating people fairly**, no matter where they came from, what they look like, or what they can do for us. We are **givers**, we are **disruptors**, and we believe in **redefining agency relationships** for many years to come.

Our Partners

Well, some of them! We're a platform agnostic agency, constantly seeking great research and marketing partners to achieve your goals. We choose the partner best for your campaign, working styles, and beliefs, to drive efficiency every step of the way! Plus, we have partnership perks exclusive to 924 CoOp!



Word on the Streets

Here's some of the sentiments
our clients have shared with us:

We partnered with 924 CoOp on a replatform project for a prominent advertising and marketing solutions provider. With deep data experience in this vertical, they helped us enhance our strategy and assisted with tagging and implementation validation for the new site, including the transition to GA4. 924 CoOp brought tremendous value to the project, and helped us to deliver with excellence.



Cortney Rosen
President, Dragon Army

Having the right partners and collaborators makes all the difference. We first met Sequoyah Glenn, MBA at the Insights Association - South Central Chapter conference in Las Vegas in 2022 and immediately knew she was exactly the collaborator we needed. Since then we've partnered on a series of new product development projects that needed a multicultural, empathetic, and enthusiastic voice, and Sequoyah has always delivered.



Jill Miller and Justin Sutton
Founders, Catapult Insights

Big thank you for being a part of our team for this project, it really does help knowing we are good hands to get our website and analytics up to par this year. Thank you for being a part of this, I know it is going to make a huge difference in our digital footprint.



Jennifer Delfino
VP, IT and Event Solutions at Insights Association

Our Work

Our Work

Here's some of the brands we've had the pleasure of working (and growing) with!



Case Study: Broadcast Media Group*

Challenge: A national broadcast media group partnered with 924 CoOperative to analyze a quantitative research survey encompassing 16 US markets. The initial project aimed to understand audience sentiment within a 3-month timeframe. However, the rich data revealed deeper insights than initially anticipated, requiring a more in-depth analysis. The challenge arose when the client lacked the bandwidth to hire and train additional staff to handle the expanded workload.

Solution: 924 CoOperative's Principal Analyst, leveraging their extensive media research expertise, adopted a multifaceted approach:

- **Advanced Data Exploration:** Moving beyond the limitations of the client's existing survey tool, the Principal utilized QuestionPro's advanced analytics for data cross-tabulations. Raw data was then downloaded and integrated with Tableau for further exploration. Tools like Tableau allowed for visualizations beyond the capabilities of the original platform, including word clouds, providing a richer understanding of the data.
- **Agile Collaboration:** The Principal Analyst fostered collaboration with the existing internal team. By efficiently integrating data into PowerPoint presentations, the internal team could focus on crafting a compelling narrative around the findings.

Results:

- **Deeper Audience Insights:** The combined expertise of 924 CoOperative and the client's team unlocked a deeper understanding of audience sentiment across 16 US markets.
- **Agile Research Approach:** The efficient use of various tools and the Principal Analyst's media research background empowered the client to advocate for additional internal resources. This shift enabled a more agile research approach for future projects.
- **Data-Driven Content Recommendations:** Based on the analysis, the Principal Analyst provided actionable recommendations for content adjustments, ensuring the media group's content aligns with audience preferences.

*We are unable to show examples due to confidentiality agreement



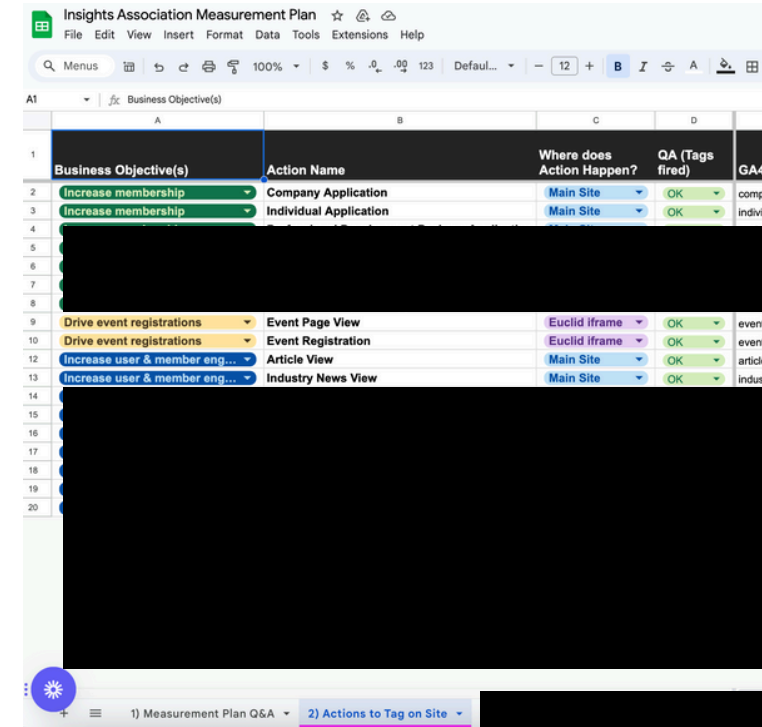
Case Study: Insights Association

The Insights Association (IA) sought to amplify their IDEator Apprenticeship program and gain deeper website user insights. They partnered with 924 CoOperative to achieve a two-fold mission:

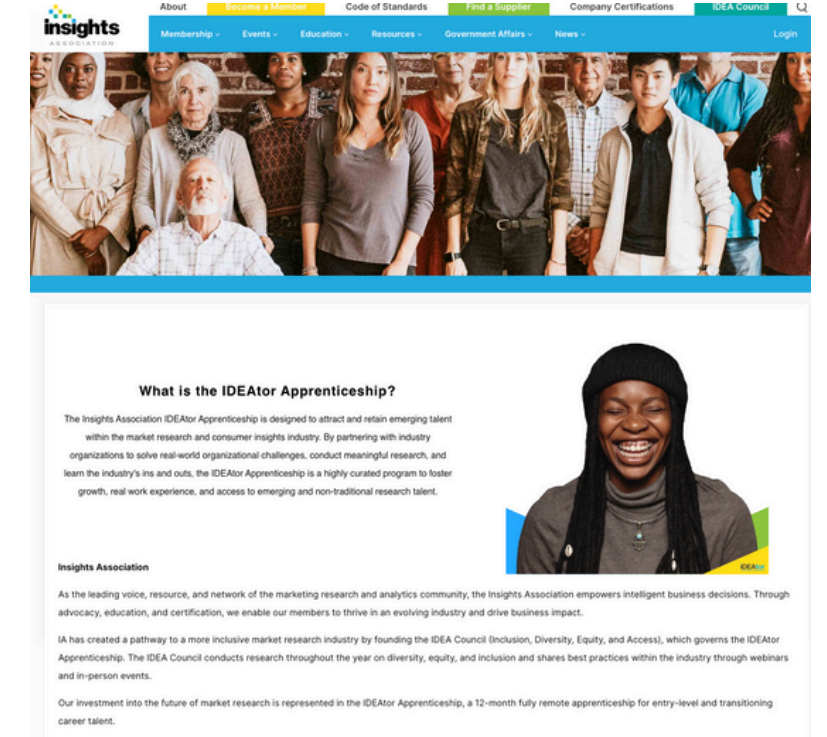
- **Boost Brand Awareness:** Increase recognition and applications for the IDEator program.
- **Website Measurement Strategy:** Develop a framework to measure website traffic and user engagement.

Results: 924 CoOperative's strategic marketing approach yielded impressive outcomes:

- **Soaring Program Applications:** Applications for the IDEator program skyrocketed by nearly 200, representing a remarkable 60% year-over-year increase.
- **Enhanced User Experience:** A comprehensive website and marketing materials refresh created a more engaging user experience for potential candidates.
- **Internal Dialogue Ignited:** Valuable organizational discussions were sparked, paving the way for future marketing initiatives.
- **Data-Driven Growth Potential:** Website user behavior analysis revealed opportunities for external programming consulting services (results pending).



Website Tag Management



Website Redesign – Strategy



Social Media Group – LinkedIn



Brand Identity Strategy

Case Study: Boutique Research Firm

Challenge: A boutique research firm lacked a dedicated marketing lead, hindering brand awareness and hindering customer acquisition.

Solution: 924 CoOperative partnered with the firm to develop a cohesive marketing strategy aligned with their sales efforts and overall goals. This strategy included:

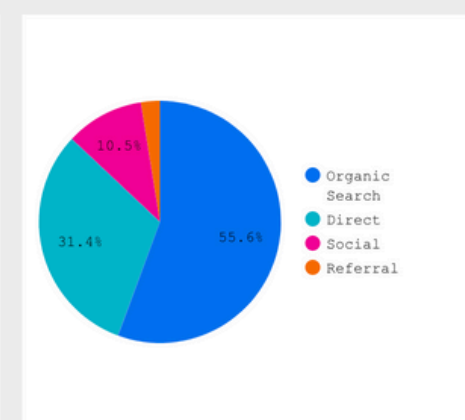
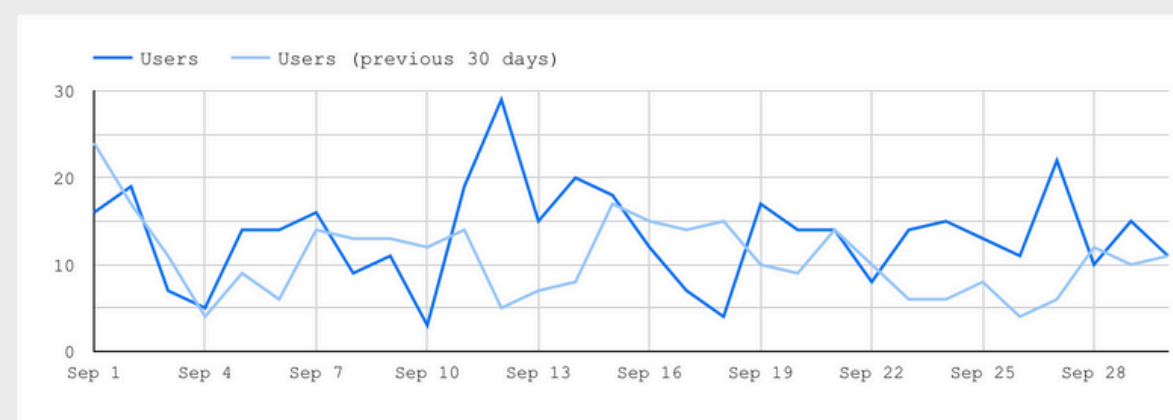
- **Organic Social Media:** We implemented an organic social media campaign that significantly improved engagement, as evidenced by a nearly 10% decrease in bounce rate and a 24% increase in new users.
- **Compelling Marketing Collateral:** Fresh, targeted marketing materials (both print and digital) were created to attract new customers.
- **Data-Driven Approach:** Marketing analytics were leveraged to track results and identify areas for further optimization in customer acquisition efforts.

Results: Within a two-month timeframe, the strategy delivered impressive results:

- **Increased Engagement:** Organic social media efforts led to a nearly 10% improvement in bounce rate, indicating greater user engagement.
- **New User Acquisition:** New user acquisition rose by 24%, showcasing a significant increase in website traffic.
- **Actionable Insights:** Page views grew by 65%, providing valuable data that the research firm could leverage to further refine their customer acquisition efforts.

Total Website Traffic:

Users	New Users	Pageviews	Sessions	Bounce Rate	Avg. Session Duration
351	337	1,049	443	65.46%	00:01:29
↑ 22.3%	↑ 23.4%	↑ 65.5%	↑ 24.8%	↓ -9.9%	↑ 29.4%

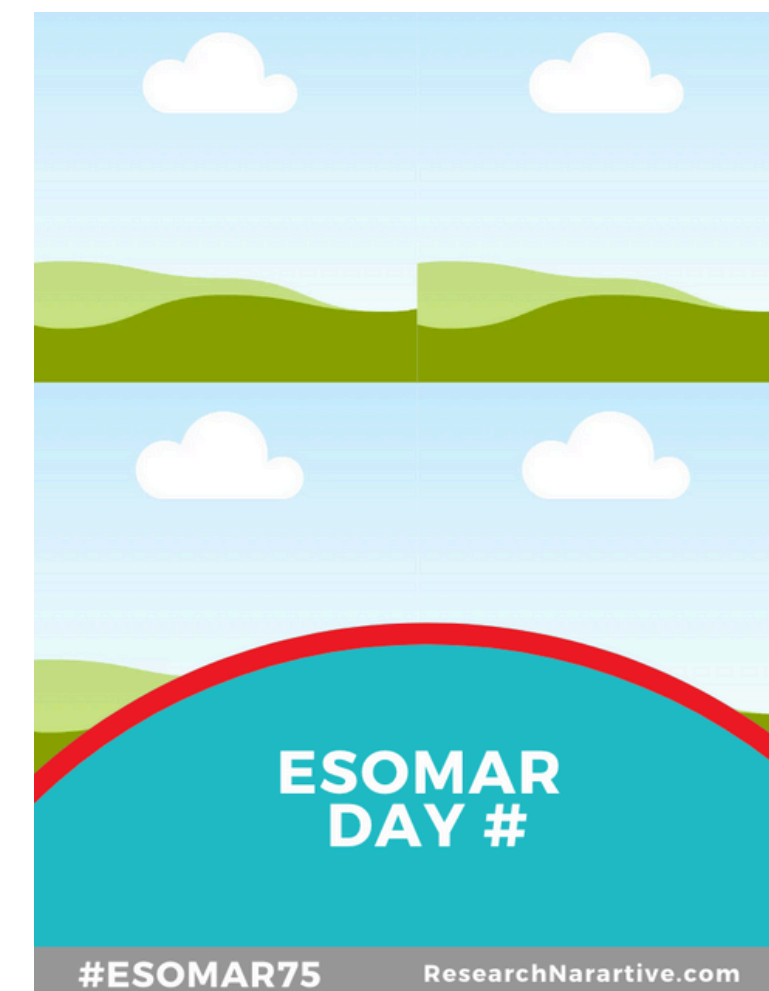


Default Channel Grouping	Users	New Users	Sessions	Pageviews	Pages / Session	Bounce Rate	Avg. Session Duration
Organic Search	197	187	244	530	2.17	68.44%	00:01:49
Direct	111	108	131	296	2.26	71.76%	00:01:02
Social	37	37	40	101	2.53	42.5%	00:00:49
Referral	9	5	28	122	4.36	42.86%	00:01:36

Social Media Analytics Dashboard - September '22.



Conference One-Sheet



Conference Photos Social Media Template

Case Study: National Salon Franchise

Challenge: A marketing agency partnered with 924 CoOperative to tackle the website redesign of a national salon franchise. The existing website's data was disorganized, hindering a clear understanding of user behavior and hindering its ability to serve modern consumer needs.

Unstructured Data Hampered Insights: The disorganized data made it difficult to grasp how users interacted with the website. This lack of insight prevented effective website functionality and hindered the ability to create a user experience tailored to today's consumers.

Solution: 924 CoOp stepped in as the analytics supplier, offering a comprehensive data strategy:

- **Data Audit and Migration:** 924 CoOp conducted a thorough audit of the website's existing Google Universal Analytics (UA) data. Recognizing the upcoming shift to GA4, they strategically planned a data migration process to ensure a seamless transition.
- **Action-Oriented Measurement Plan:** Understanding the client's desired user actions (e.g., booking appointments, purchasing products), 924 CoOp crafted a custom measurement and tagging strategy. This plan ensured the redesigned website would capture and analyze data relevant to the client's business goals.
- **Long-Term Analytics Success:** Over a 6-month period, 924 CoOp collaborated with the marketing agency to rebuild, tag, and configure the website for optimal data collection and analysis. This future-proofed approach sets the stage for years of valuable user insights and informed website optimization.

Results: The client was so impressed by 924 CoOp's expertise and the clarity provided by the new data strategy that they entrusted tag management to 924 CoOp, freeing their internal team to focus on other crucial aspects of the project.

Goals & Objectives

Marketing Goal	Objective	Action
Acquire new customers & generate repeat business		salon_search
		check_in_click
		app_download_link
		email_signup
		sign_up
		login
Purchase hair care products online		view_item
		shop_on_amazon
Engagement		internal_link_click
		nav_click
		social_network_click
		page_view
Acquire Franchisees	faq_click	
	contact_link_click	
	real_estate_search	

Our Offerings

Our Offerings

Marketing Strategy

Marketing Plan Development
Budget Planning
Web Analytics & Tag Management
Brainstorming/Ideating
Campaign Analytics
Dashboard Architecting

Marketing Research

Consumer Insights
Competitive Media Intelligence
Quantitative Research
Data Analysis & Synthesis
Qualitative Research

Market Research

Qualitative & Quantitative Research Solutions

Customer Experience (CX)

User Experience (UX)

Competitive Media Analysis

Data Synthesis

Research Report Writing

Focus Groups (In-person, Online)

Shop Alongs (In-person)

Logo and Creative Testing

Online Surveying

Brand Sentiment Testing

Organizational DEIB Analysis

Have your people call my people

Sometimes you need to hear it for
yourself - we get it! Feel free to
reach out to our references:

On Research

Benny Bennafield
Partner | Propellant Media
benny@datamorrow.solutions

On Leadership

Obele Brown-West
President | Tracer
obrownwest@tracer.tech

On Partnership

Aaron King
Founder | Fusion 75
aaron@fusion75.com

On Spirit

Lisa Wilding-Brown
CEO | InnovateMR
lisa@innovatemr.com

Thank You!

Appendix

Additional Consulting Practices

Copywriting

Advertising
Website
Public Speaking/Speech
Corporate Communications
Press Release(s)
Thought Leadership (LinkedIn)

Marketing Coaching

Marketing Planning
Content Review
Budget Planning
Media Planning
Brainstorming & Ideation
Presentation Building

Marketing Research

Multicultural Research Design
Research Analysis
Vendor Procurement
Talent Procurement
Data Visualization

Analytics & Tag Management

How We Do It:

The CoOperatives

1. Audit Google Analytics & various media analytics to assess current status
2. Create a Tag Management plan and implement
3. Report findings at an established cadence in an effort to optimize (or celebrate) work that was done



Aaron King

Specialities:
Tag Management &
Dashboard Architecture



Sequoyah "DataBae" Glenn

Specialities:
Marketing & Web Analytics



Michael Strachan

Specialities:
Automated Analytics Audit*
*Enterprise Accounts

Audit Est. Timing: 1-2 business days
Tag Management Plan Est. Timing: 2 business days
Reporting Options: monthly, quarterly, biannually, annually

Dashboard Architecture

How We Do It:

1. Assess current Google Analytics connections and data
2. Review campaign and/or marketing goals
3. Create Performance Marketing dashboard to streamline online behavioral data and media metrics in a visually compelling and automated way

Architecture Est. Timing: 3-5 business days
Management Timing: Monthly

The CoOperative



Aaron King

Specialities:
Tag Management &
Dashboard Architecture

Copywriting

Copywriting Solutions

Advertising

Website

Public Speaking/Speech

Corporate Communications

Press Release(s)

Thought Leadership (LinkedIn)

The CoOperatives



Paula Jane "PJ" Santa Cruz

Specialities:
Advertising, Corporate,
& Press Communications



Sequoyah "DataBae" Glenn

Specialities:
Newsletter, Website,
& Speech Writing

Meet the CoOperatives

PS: Yes, there's more!



Sequoyah "DataBae" Glenn, MBA

Founder / Principal Consultant



Tamay Shannon

Social Media Advertising



Chasity Billingslea, MBA

Professional Branding



Lauren Guerrieri

eMail/CRO Advertising



Aaron King

Analytics & Tag Management



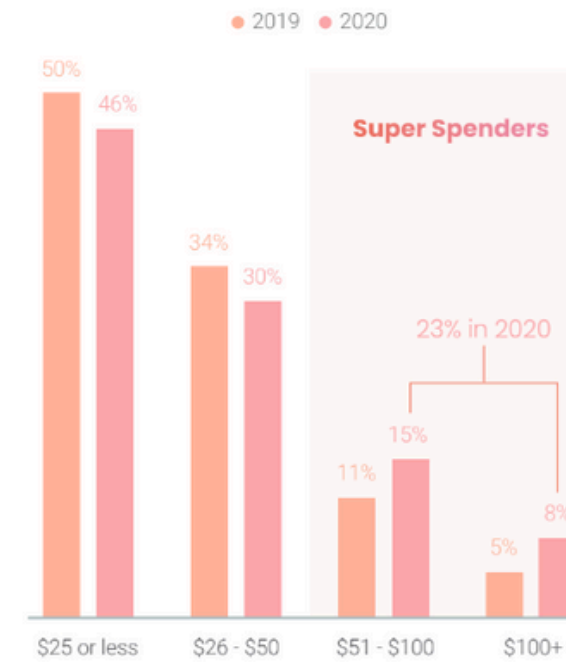
Bianca Goolsby, MBA

Digital Marketing Strategy

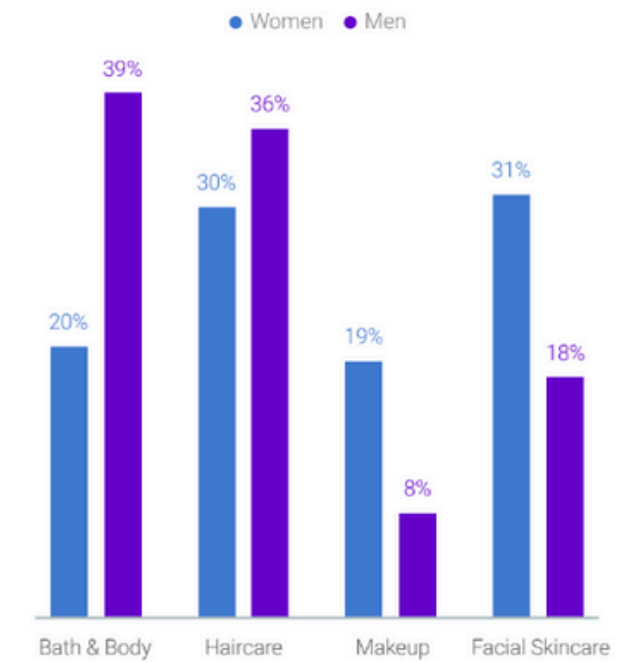
Industry Study

Performance marketing agency's annual report for beauty industry commissioned on behalf of agency

Survey Question Y/Y:
On average, how much do you spend on beauty per month?

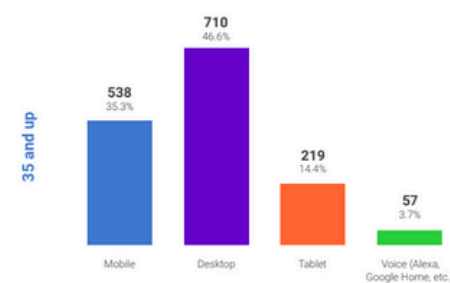


Survey Question in 2020:
Which type of beauty products do you spend the most on?



Mobile and voice poised for takeoff with Gen Z

While Millennials are often assumed to drive digitally-native commerce, the truth is that Gen Z is in the vanguard when it comes to using mobile devices and voice assistants to shop. Fully 56% of Gen Z prefer mobile phones for beauty shopping, and twice as many Gen Z consumers as Millennials use voice assistants. In fact, Millennials are the cohort least likely to use voice assistants for beauty shopping, trailing behind consumers 35 and older.



MEN CONTINUE TO MAKE THEIR BEAUTY MARK

More women are buying more frequently in 2020 than in 2019, with 24% saying they purchase beauty products online, a 26% uptick. Men's purchasing behavior has remained steadier but is still notably substantial: 1 in 5 men buy beauty products online at least monthly.

Among the most frequent web buyers, men represent the majority: 5.8% report buying beauty products online at least weekly—a 49% increase over 2019, and double the percentage of women who do so.

Close to half of men—49%—spend more than \$25 per month on beauty products. Males also make up fully 39% of the Super Spenders who purchase more than \$50 in beauty products monthly. Bath and body products rank highest for male purchasers, followed by haircare, while women spend slightly more on facial skincare than haircare. Makeup is in last place for both genders, although the percentage of men selecting it as their top spending category grew from 4.9% in 2019 to 7.5% in 2020—a 51% jump.²

² In 2019, the question was phrased, "Which type of beauty product do you spend the most on?" and respondents were asked to select just one category, while in 2020 the question was phrased, "Which type of beauty products do you spend the most on? Rank from highest spend to lowest spend."

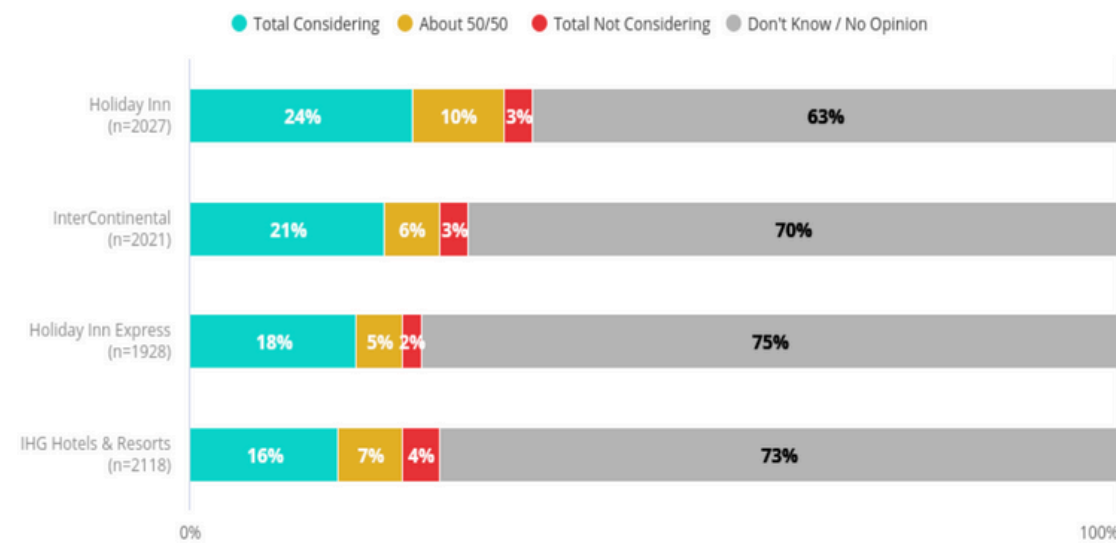
Brand & Consumer Trackers

Content-based research firm weekly report, a collaboration between editorial and research teams

IN THE NEWS

This week, purchase consideration in China & the US is the highest seen within the past 6 months amongst adults

IHG Hotels & Resorts Aggregate Purchasing Consideration by Brand

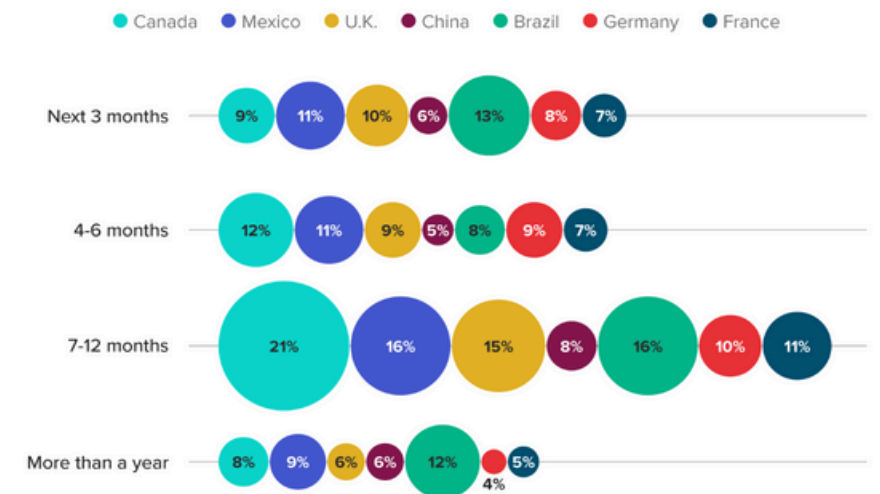


Data represents the 7 days prior to 11/10/2021.

MC TRAVEL & HOSPITALITY INSIGHTS

The US opened their borders this week, but most international travelers remain reluctant to visit

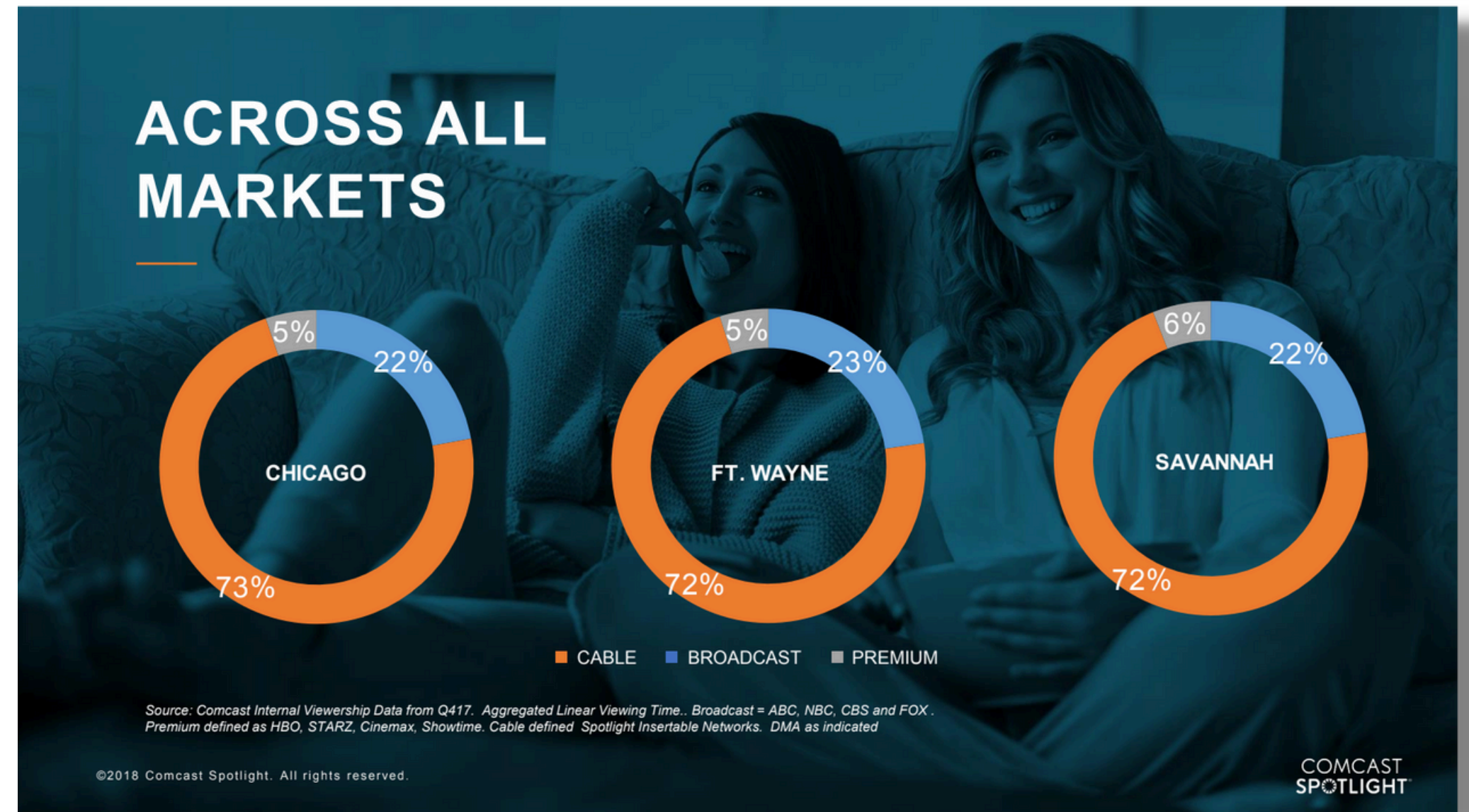
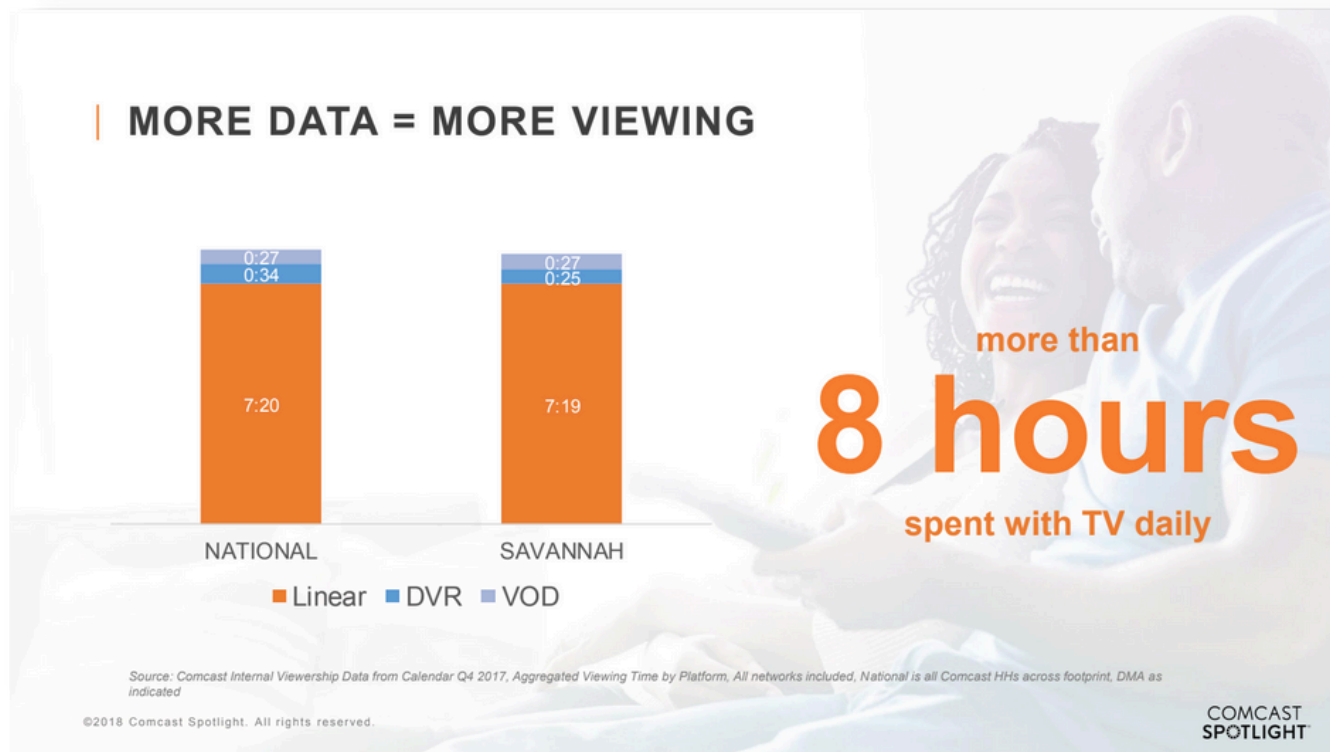
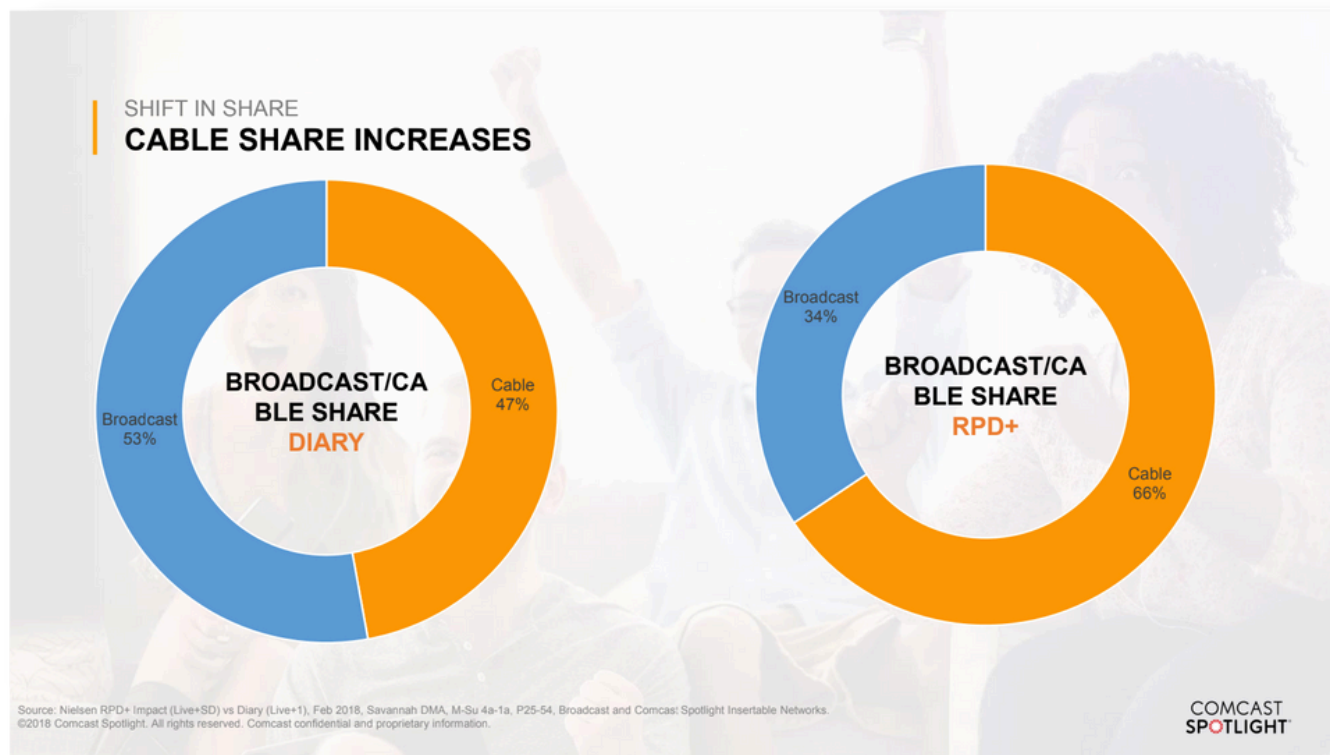
Share of respondents from key markets who say they will travel to the U.S.



IHG's focus markets are all represented here (plus Canada & Brazil), with the greatest opportunities being within Canadian, Mexican, and Brazilian travelers in the next 7-12 months. The quickest win within the next 3 months are anticipated to be in Brazil, Mexico, and the UK

Cable 1st Party Insights

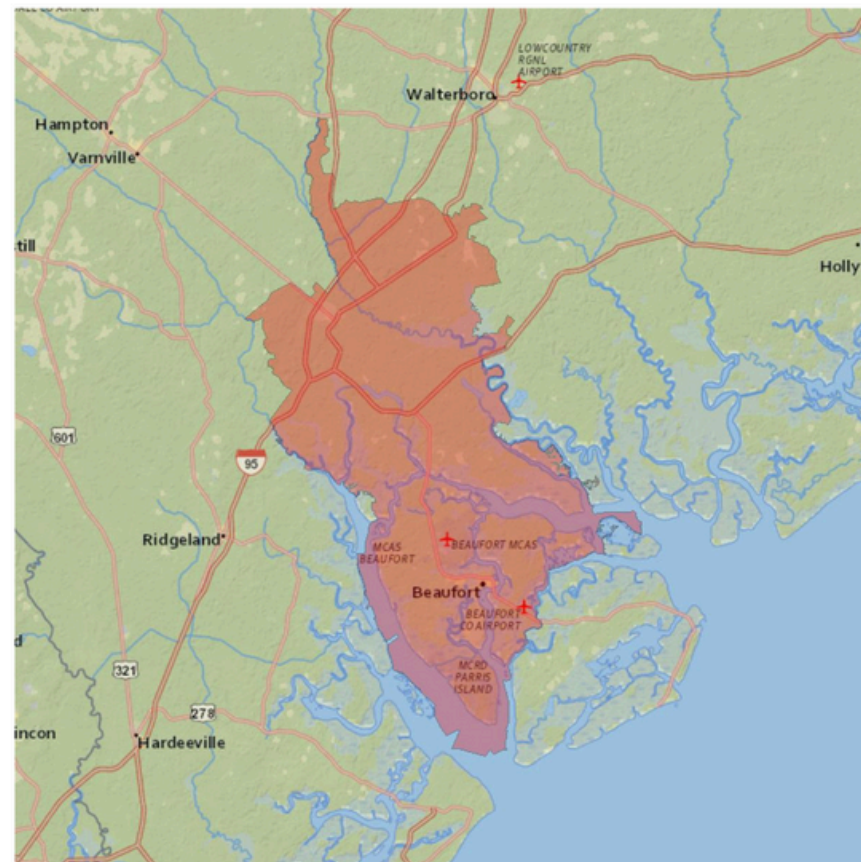
Cable company's new 1P data launch



Cable Syndicated Research

Cable company advertising research with heat map and demographic information

Beaufort



COMCAST SPOTLIGHT

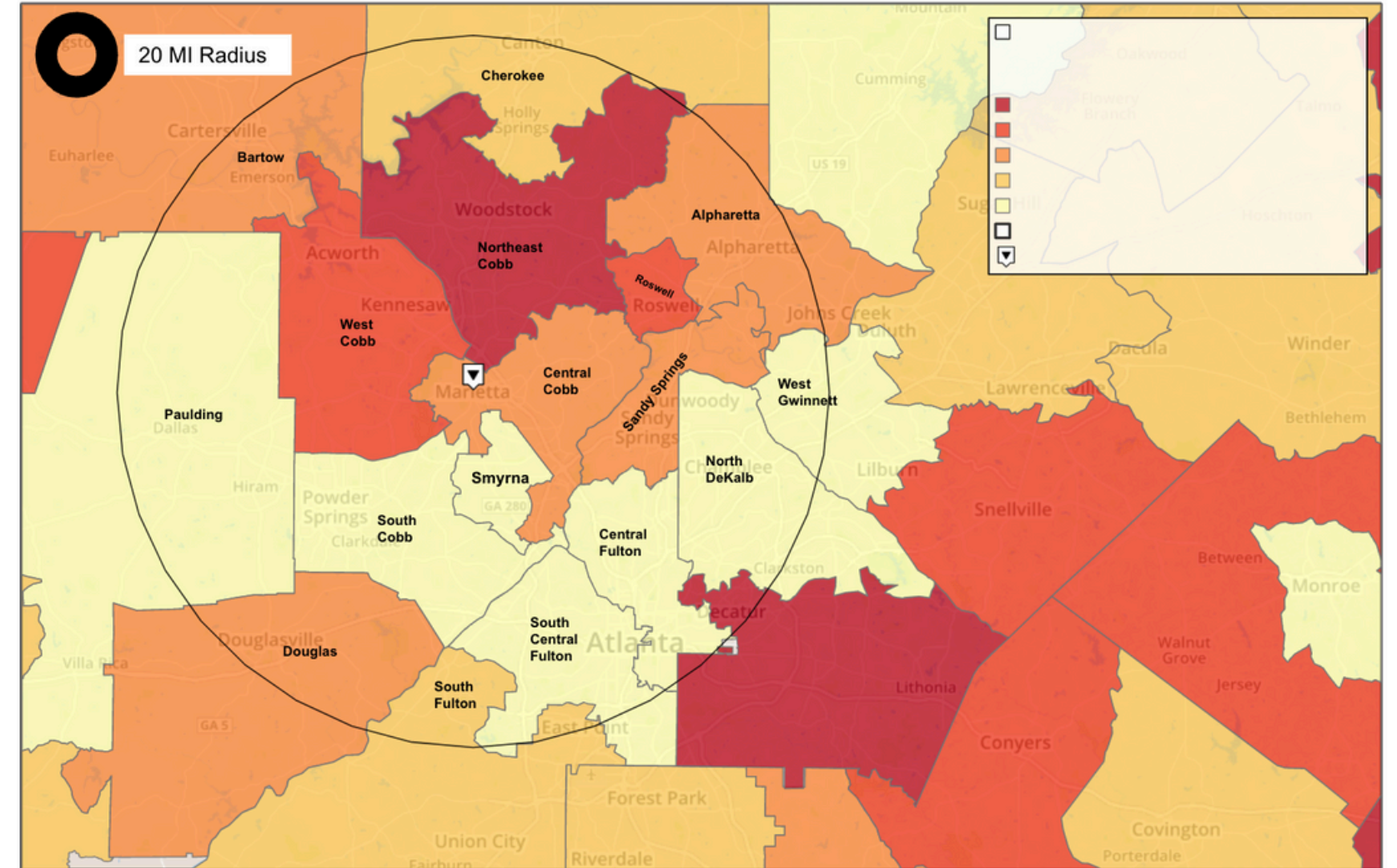
Demographic Profile

Age Groups	
Persons 17 and under	25.1%
Adults 18-34	29.6%
Adults 35-54	20.9%
Adults 55+	24.4%
Education	
Attended College+	61.6%
Marital Status	
Single (Never Married)	32.6%
Married	43.4%
Divorced/Separated/Widowed	24.0%
Household Income	
\$30,000-\$49,999	22.2%
\$50,000-\$74,999	19.3%
\$75,000-\$99,999	11.6%
\$100,000+	15.6%
Housing Units & Family Type	
% Owner Occupied Units	50.1%
% of HH with Children	35.9%
Race	
White	62.0%
Asian	1.1%
Black/African American	30.6%
Other	6.3%

Communities Served

- Beaufort
- Port Royal
- Seabrook
- Sheldon
- Yemassee

COMCAST SPOTLIGHT



Generated by Rhiza for Media.

Source: Non-Exclusive Comcast Spotlight ad zone generated by Esri. 2015 American Community Survey, 2014 United States Census Bureau; aggregated to non-exclusive Comcast Spotlight ad zones. Generated by Rhiza for Media. Note: Marital Status Base = Adults 15+, Education Base = Adults 25+. Percentages may not add to 100% due to rounding. Cabletrack, Q4 2017.

Thank You!

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