

# The Best Insights Come from the Best Data Input



Prosper's data has been vetted by hundreds of clients who have used it to generate billions of dollars in business, which is the ultimate indicator of validity in the real world.

In addition, Prosper's data has been vetted through dozens of peer review articles and conferences. For academic publications or commercial conferences, the data has produced the underlying input for research which has been published in the following journals.

## PEER REVIEW JOURNALS AND CONFERENCES

### **"Sounds of music: exploring consumers' musical engagement"**

Journal of Consumer Marketing; June 2016  
Linda D. Hollebeek; Edward C. Malthouse;  
Martin P. Block

### **"U.S. Online Shopping: Facts, Fiction Hopes and Dreams"**

Journal of Retailing and Consumer Services;  
March 2015 Don E. Schultz; Martin P. Block

### **"Redefining Neuromarketing as an Integrated Science of Influence"**

Frontiers in Human Neuroscience; February 2015 Applied Neuromarketing Consortium, Medill, Kellogg, and Feinberg Schools, Northwestern University, Evanston, IL, USA

### **"Using Big Data File Fusion to Determine the Effects of Social Media on Retail Brand Preference"**

Applied Marketing Analytics; Dec. 2014 Don E. Schultz; Martin P. Block

### **"Brands and Consumer Relationships"**

European Advertising Academy Advances in Advertising Research; November 2014 Don E. Schultz; Martin P. Block

### **"The Relationship Between the Self-Report of Depression and Media Usage"**

Frontiers in Human Neuroscience; April 2014 Applied Neuromarketing Consortium, Medill, Kellogg, and Feinberg Schools, Northwestern University, Evanston, IL, USA

### **"Brand Preference Being Challenged"**

Journal of Brand Management; March 2014 Don E. Schultz; Martin P. Block; Vijay Viswanathan

### **"Killing Brands...Softly"**

Journal of Brand Strategy; Sept. 2013 Don E. Schultz; Martin P. Block

### **"Beyond Brand Loyalty: Brand Sustainability"**

Journal of Marketing Communications; Sept. 2013 Don E. Schultz; Martin P. Block

### **"Defining Social Media Marketing Multipliers"**

Journal of Digital and Social Media Marketing; May 2013 Don E. Schultz; Martin P. Block

### **"Consumer Retailer Preferences and Facebook: Friends or Foes?"**

International Journal of Integrated Marketing; April 2012 Don E. Schultz; Martin P. Block; Lauren Labrecque

### **"From Silos to Synergy: A Fifty-year Review of Cross-media Research Shows Synergy Has Yet to Achieve its Full Potential"**

Journal of Advertising Research; 2011 Henry Assael

### **"Understanding Consumer Created Media Synergy"**

Journal of Marketing Communications; May 2011 Don E. Schultz; Martin P. Block; Kaylan Raman

### **"Relevant Pieces to Chinese Retail Media Puzzle"**

ESOMAR APAC Conference; 2010 Don E. Schultz; Martin P. Block

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## **“Cross Cultural Comparison of Social Media”**

ICORIA Conference, International Conference on Research in Advertising; June 2010 Martin P. Block, Don E. Schultz

## **“Expanding the Success of Behavioral Targeting with Service Resource Availability”**

International Research Seminar; May 2010 Don E. Schultz; Martin P. Block

## **“Redefining Retail Promotional Allocation”**

ARF ReThink Conference; February 2010 Don E. Schultz; Martin P. Block

## **“How U.S. Consumers View In-Store Promotions”**

Journal of Business Research; Sept. 2009 Don E. Schultz; Martin P. Block

## **“The Marketing Value of Social Media Users” Word of Mouth Marketing Association (WOMMA):**

Best Paper of Conference Winner; August 2009  
Don E. Schultz; Martin P. Block

**In addition several popular books available to the public and also used in college classrooms have relied on Prosper’s data and they include:**

## **Understanding China’s Digital Generation: A Marketer’s Guide to Understanding Young Chinese Consumers**

Paperback; 2013 Heidi Schultz, Martin P. Block, Ph. D., Don E. Schultz Ph.D.

## **Roadmap to Profitable Growth**

Paperback; 2013 John Mariotti

## **The Changing American Consumer**

Paperback; 2012 Marianne Bickle, PH.D. & The Prosper Foundation

## **“Mass Media Displacement and Saturation”**

International Journal on Media Management; Oct. 2008 Jay Newell

## **“Simultaneous Media Usage: A Critical Consumer Orientation to Media Planning”**

Journal of Consumer Behaviour; 2004 Don E. Schultz; G. Drenik; P. Rist

## **“Retail Choice Experiments: Comparing Early-Adopters Experience”**

Paper funded by Office of Power Technologies, US Department of Energy; 2003 William Golove

## **“Electricity Restructuring and Value Added Services: Beyond the Hype”**

ACEEE Summer Study on Energy Efficiency Conference; August 2000 William Golove, Rodrigo Prudencio, Ryan Wiser, and Charles Goldman

## **Retail Communities: Customer Driven Retailing**

Paperback; 2009 Martin P. Block, Ph. D., Don E. Schultz, Ph.D. & BIGresearch

## **Media Generations: Media Allocation in a Consumer Controlled Marketplace**

Paperback; 2009 Martin P. Block, Ph. D., Don E. Schultz, Ph.D. & BIGresearch

## **When Customers Talk ... Turn What They Tell You into Sales**

Paperback; 2004 T. Scott Gross & BIGresearch