

## Digital Consultancy Has Solution To Tap Into Forecasted \$1.5 Trillion Black Women Will Spend by 2021



**Kitchener, Jan 24, 2019 ([IssueWire.com](http://IssueWire.com))** - Ahava Digital Group (ADG), a women-led digital consultancy, has launched a revamped website, [www.ahavadigital.com](http://www.ahavadigital.com), featuring enhanced services, in response to the trend within the consulting world towards full-blown digitalization. The company is now positioned to assist Fortune corporations and media companies to grow devoted long-term relationships with women consumers in an emotional and intuitive way, using data and technology.

The newly updated website showcases a comprehensive profile of this once typical full-service agency. Primarily creative-driven until late 2017, ADG management foresaw the inherent power of incorporating unique data and technology to enhance their existing creative services in the provision of strategic solutions.

“We saw the shift within the consulting industry to acquire creative agencies beginning in 2012 when Deloitte acquired Ubermind and added Banyan Branch late in 2013. PWC, Accenture, McKinsey, KPMG, Cognizant, and EY have all since followed suit in augmenting their consultancies with the creative resources to implement,” said Founder & CEO, Janét Aizenstros.

Ms Aizenstros continued by adding that ADG recognized the resulting rise in new practices focused on digital transformation, interactive design, consumer experience, and product innovation. In an incisive reverse move, the firm added a consulting division to optimize their solely creative-driven approach. ADG’s women-first, culturally diverse teams—along with leadership’s ability to discern on race and gender—proved to be the ideal conditions to drawing more clients seeking strategies to reach African-

American women based on data-specified research.

Ahava Digital is paving the way with their proprietary research into *The Trillion Dollar Woman: Why African-American Women Are Leading The Way* report, an essential tool at a crucial time. The report follows a September 2017 Nielsen report entitled *African-American Women: Our Science, Her Magic*, which revealed that African-American women are anticipated to contribute an estimated \$1.5 TRILLION to black spending by 2021. Companies wanting to partake in this propelling buying power need specific solutions. ADG's report is an insightful and detailed elaboration of black women archetypes, informing companies how to psychologically position their brands. The proprietary analysis provides the necessary passage for companies to exponentially grow their connectivity with African-American women, and other cultures of women consumers, in various global markets.

Ahava Digital Group can be contacted by Fortune corporations and media companies who want access to this proprietary research, data and technological solutions through their full-service digital consultancy by visiting [www.ahavadigital.com](http://www.ahavadigital.com) or calling 1.226.272.1241. Ahava Digital Group is a Canadian-based organization with offices in over nine locations globally.

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