

# Consumer Perspectives

## Customer Segmentation Analysis Service

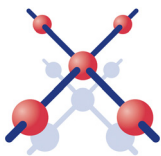
### Answer Critical Questions

- Who are your best customers?
- How can you identify them more effectively?
- How can you best reach them?

**Designed For You**  
Corporate strategists, marketers, salespeople and product developers all can use Consumer Perspectives to drive decisions leading to greater revenue and profitability.

### Consumer Perspectives

- Consulting service
- Profiles your customers
- Provides understandable, actionable reports



**MAPPING  
ANALYTICS**

## CONSUMER Perspectives

Knowledge of your customers' needs and wants is the foundation for marketing and sales success. A well-crafted customer segmentation analysis of consumers will provide this knowledge and can serve as a blueprint for your entire organization.

**Consumer Perspectives** is a Mapping Analytics service that characterizes your current customers, establishes a target customer profile, and helps you understand and apply the target customer profile to:

### *Choose Better Store Locations*

Customer segmentation is a key analysis for accurately projecting the size of your total market opportunity, and projecting revenue and customers for new locations. Few companies can make successful site selection decisions without first gaining in-depth knowledge of their customers through a segmentation analysis.

### *Understand Untapped Market Potential*

An accurate profile of your customers allows you to analyze market areas or neighborhoods to understand how well you are doing in those areas — called your penetration — as well gain insight into the market potential and appropriate mix for your products and services.

### *Improve Targeted Marketing*

By identifying customer segments that are most important to your business, you can focus marketing, media choices or business activities on those customers and prospects most likely to purchase your products. You can improve response rates and ROI by precisely marketing to segments with offers that will appeal specifically to them.

### **Data Behind Consumer Perspectives**

Consumer Perspectives uses two of the most respected data sources on the market today to profile and predict consumer behavior:

- **STI: LandScape™** from Synergos Technologies uses 71 distinct consumer segments to help you answer the questions: "Who are my customers?" and "Where can I find more of them?"
- The **Survey of the American Consumer** from MediaMark Research & Intelligence (MRI) provides insight into the purchasing behaviors of your customers based on thousands of types of products and media.

### **Characterize Current Customers**

Consumer Perspectives first characterizes your current customers by identifying where they come from and defining a base, which is a geographic area where the people living there could reasonably purchase your product. Your base might be a store's trade area, a region of the country, or the entire nation.

## **Project Management & Consulting**

- Customer Profiling
- Market Potential Analysis
- Trade Area Development
- Site Selection
- Sales Territory Design
- Demographic Analysis

## **Geographic & Production Services**

- Geocoding
- Map Production
- Database Development
- Database Acquisition
- Large-size Map Printing

## **Software & Data**

- Mapping Software
- Custom Applications
- Demographics & Analytical Data
- Street and Boundary Data

## **Establish a Target Customer Profile**

LandScape is used to establish a target customer profile, by assigning each of your customers a profile based on the neighborhood they live in. Ranking and Tiering Reports identify which segments your customers fall into, which segments you have the most penetration in, and which segments represent the best opportunity for you in terms of return on your marketing investment.

A **Strategic Opportunity Grid** divides your customers into four groups that can help you formulate effective marketing strategies:

- Large segments that are highly responsive to your current marketing and products, where you should continue to focus efforts: these are your core customers
- Small segments that are still reachable and highly responsive to your marketing strategy and products
- Larger segments not currently interested in your products but may be with a change in marketing strategy
- Unproductive segments probably not worth the marketing effort

## **Understand Target Customer Profile**

When MRI data are added to your Target Customer Profile, you gain a deeper understanding of what your customers *do*, *buy* and *believe*, as well as how they interact with various media channels and approaches.

MRI gives you the insight required to create relevant messages and choose appropriate media to reach your target customers and achieve the response you need to sell products and grow your business.

## **Apply the Target Customer Profile**

Once you understand who your target customers are, what their interests are, and how they seek out and receive information, you can begin to communicate with them more effectively and cost efficiently.

Mapping Analytics can work directly with you or your agency to acquire targeted consumer lists at the ZIP Code or even the neighborhood level, or help you evaluate potential store locations or trades areas.

## **About Mapping Analytics**

Mapping Analytics offers analytical consulting, software and data to help businesses profile customers, accurately assess market opportunity, select successful retail and franchise sites, and plan sales and service territories, helping contribute to overall growth and profitability for our clients.

To learn more about Mapping Analytics, please visit [www.mappinganalytics.com](http://www.mappinganalytics.com) or call toll-free (877) 893-6490.