Geographic Information Systems and Direct Marketing Working Hand in Hand

Gavin Chance

your audience. your message. their home.
24 Years Experience

224 Million Households and Growing

27 States and Growing

MailSouth’s Targeting Brings Local Focus to Your Trade Zones

Our 3,000+ client portfolio includes consumer packaged goods manufacturers, retailers and service providers across the United States.

mailsouth by the numbers:

81% of consumers use coupons regularly

88% say promo codes and coupons were the deciding factor when making a purchase

75% of consumers examining their mail more closely in recent months for coupons and special offers

98% household penetration

72% shared mail readership*

41% respond to shared mail advertising*

1/3 the cost of solo mail

3000+ national & local retail advertiser clients, including:

- Subway
- Great Clips
- Sally Beauty
- Papa John’s
- Lowe’s
- Arby’s
- Quiznos
- DIRECTV
- Goodyear
- Colgate
- Aaron’s
- Firestone Complete Auto Care
- Midas
- Dial

*Based on data from a recent mailSouth study.
Building Data for Enhanced Marketing Programs

Fact-Based
Who we *know* is your best customer?

Penetration Analysis
• Where does your customer live?

Demographic Analysis
• What is your customer like?
• What are they purchasing?

Lifestyle Segmentation
• Who is your customer?
• Life Stage
• HH Type
• Activities
• Media Interaction

Predictive
Who we *think* will be your best customer?

Geographic Radial Analysis

Client Data

Lifestyle Segments

Customer Expenditure Data

Demographic Analysis

MRI Data
Data is our business...

MailSouth utilizes a wide variety of data to create custom solutions to best target your advertisement to the right consumer.

SMRB
- Simmons Market Research Data
- Product Usage Information
- Brand Usage Information
- Continuous measurement and quarterly delivery of results from 25,000 adults surveyed annually
- 60,000+ Variables

MRI
- Mediamark Research Institute
- Product Usage Information
- 6,000+ Variables
- Annual delivery
- 25,000 households surveyed

CEX
- Consumer Expenditure Index
- Consumer Purchasing Information
- Used as a key performance indicator by the US Government
- Analyzes the demand for goods and services

US Census
- Demographics and population trends
- Conducted every 10 years and projected annually
Database Analysis Process Overview

- **Process Customer List**
  - Receive List from Client
  - Clean List
  - Geocode List
  - Plot Customers

- **Define Trade Area**
  - Radius around Store
  - Geographic Area
  - Customer Derived Area
  - Drive Time from Store

- **Develop Profile**
  - Analyze All Customer Segments
  - Define Core Profile
  - Define Developmental Profile

- **Target Marketing**
  - Recommended Geography
  - Targeting Report
  - Targeting Map
METHODOLOGY
TIME EFFICIENT
EASILY REPRODUCED
APPLICABLE TO ALL GEOGRAPHY

Finding the Right Households to Reach the Best Target Audience

Identify Customers in Shared Mail geography

Distance
Competition
Tapestry Segments
Customer Penetration
MRI/CEX Variables

End Result:
Local Store Mailing Profile
Radius Around Store
Specific Geography
Customer Derived Area
Lifestyle Segmentation Process

Customer Profile

- We compare the % of customers in each lifestyle segment to the % of Households in a trade area.
- Next, we combine the segments and form an index to use as a guide to rank customer segments.
- The index ranks the likelihood for adults or households in each segment to use a product or service compared to the trade area profile.
- The index average is 100. A segment with an index of 144 means that these households are 44% more likely to be a customer than the average person or household.

<table>
<thead>
<tr>
<th>Tapestry Description</th>
<th>Customer Count</th>
<th>Customer Percent</th>
<th>Market Area Count</th>
<th>Market Area Percent</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>28: Aspiring Young Families</td>
<td>43</td>
<td>6.24</td>
<td>5,278</td>
<td>2.80</td>
<td>223</td>
</tr>
<tr>
<td>53: Home Town</td>
<td>36</td>
<td>5.22</td>
<td>4,758</td>
<td>2.52</td>
<td>207</td>
</tr>
<tr>
<td>51: Metro City Edge</td>
<td>50</td>
<td>7.26</td>
<td>6,051</td>
<td>3.21</td>
<td>226</td>
</tr>
<tr>
<td>32: Rustbelt Traditions</td>
<td>106</td>
<td>15.38</td>
<td>24,150</td>
<td>12.81</td>
<td>120</td>
</tr>
<tr>
<td>39: Young and Restless</td>
<td>125</td>
<td>18.14</td>
<td>19,907</td>
<td>10.56</td>
<td>172</td>
</tr>
</tbody>
</table>
Other Specialty projects

- For a CPG Client
- Auto Parts Store
- Discount Store
- Beauty supply
Questions?