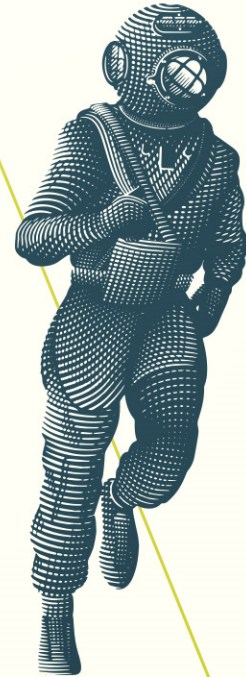


# RELEASING HIDDEN REVENUES BY FUSING GIS AND SEO METHODOLOGIES



**Seann G. Bernshaw**

Chief Data Scientist  
Pacific Digital Group



**PACIFIC.**

What is  
**Digital  
Marketing?**



A hand is shown pointing at a tablet that displays the Google search page. The background is a dark, blue-tinted image of the tablet and hand. The word "Google" is visible on the screen. The overall image has a yellow border and a yellow geometric shape overlaid on it.

Everything starts with

**CURIOSITY**

# Digital Marketing

- Inbound Marketing Channels
- Keyword Based
- Content Dependent
- Authority Reliant
- Rankings Driven

# Digital Marketing Goals

- Maximize Rankings
- Increase Brand Discovery
- Promote Engagement
- Stimulate Conversions
- **Brands and Channels**

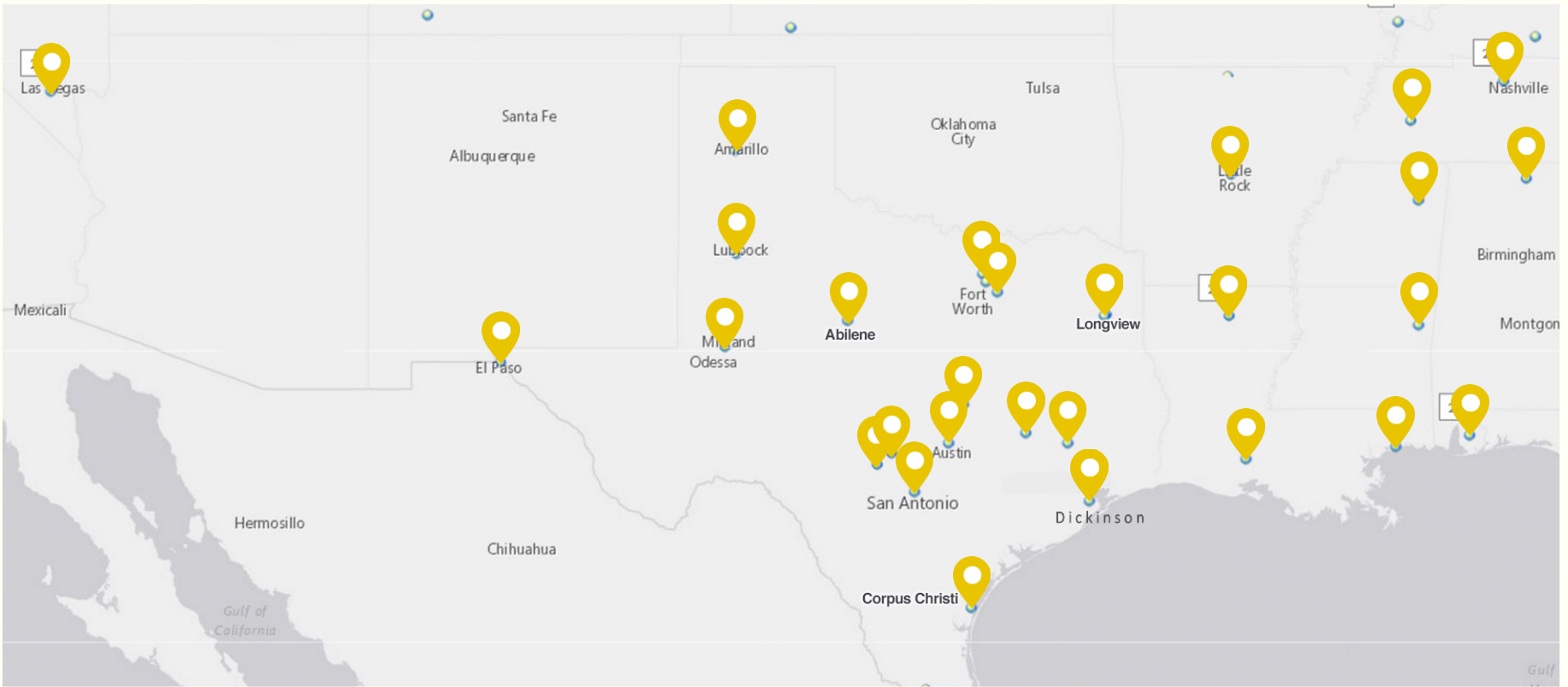
# Digital Marketing Performance

- Keyword Rankings
- Click Through Rates
- Conversion Rates

Jacuzzi Case Study

# Dealer Centric





## > Jacuzzi Texas Dealer Locations





Hot tubs in dickinson|



hot tubs in dickinson

hot tubs dickinson tx

hot tubs dickinson **texas**

hot tubs **for sale** in dickinson

Press Enter to search.

**110** searches / month

The Woodlands

Beaun

Houston

Baytown

Pasadena

Sugar  
Land

Missouri  
City

Pearland

Dickinson

Texas  
City

Galveston

Angleton

Lake  
Jackson

Bay City



## Dickinson Dealer Trade Area

How Search Marketers See the World



Hot tubs in houston



hot tubs in baytown

hot tubs pearland

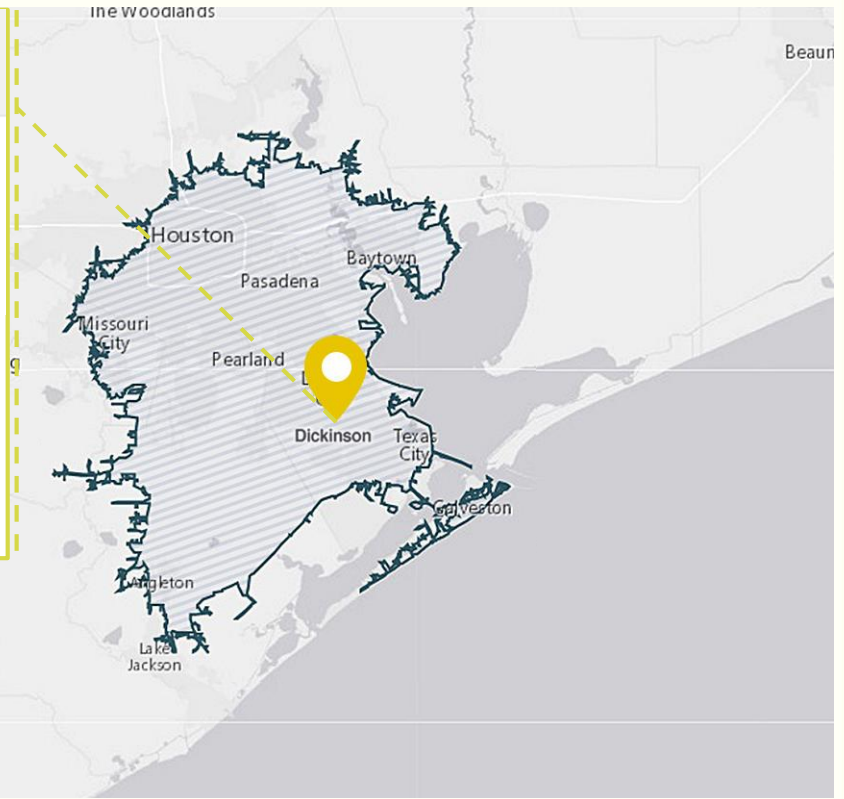
hot tubs galveston

hot tubs **for sale** in pasadena

Press Enter to search.

110 searches / month

**+22,000** searches / month



## Dickinson Dealer Trade Area

Trade Area Based on 45 Minute Drive Time

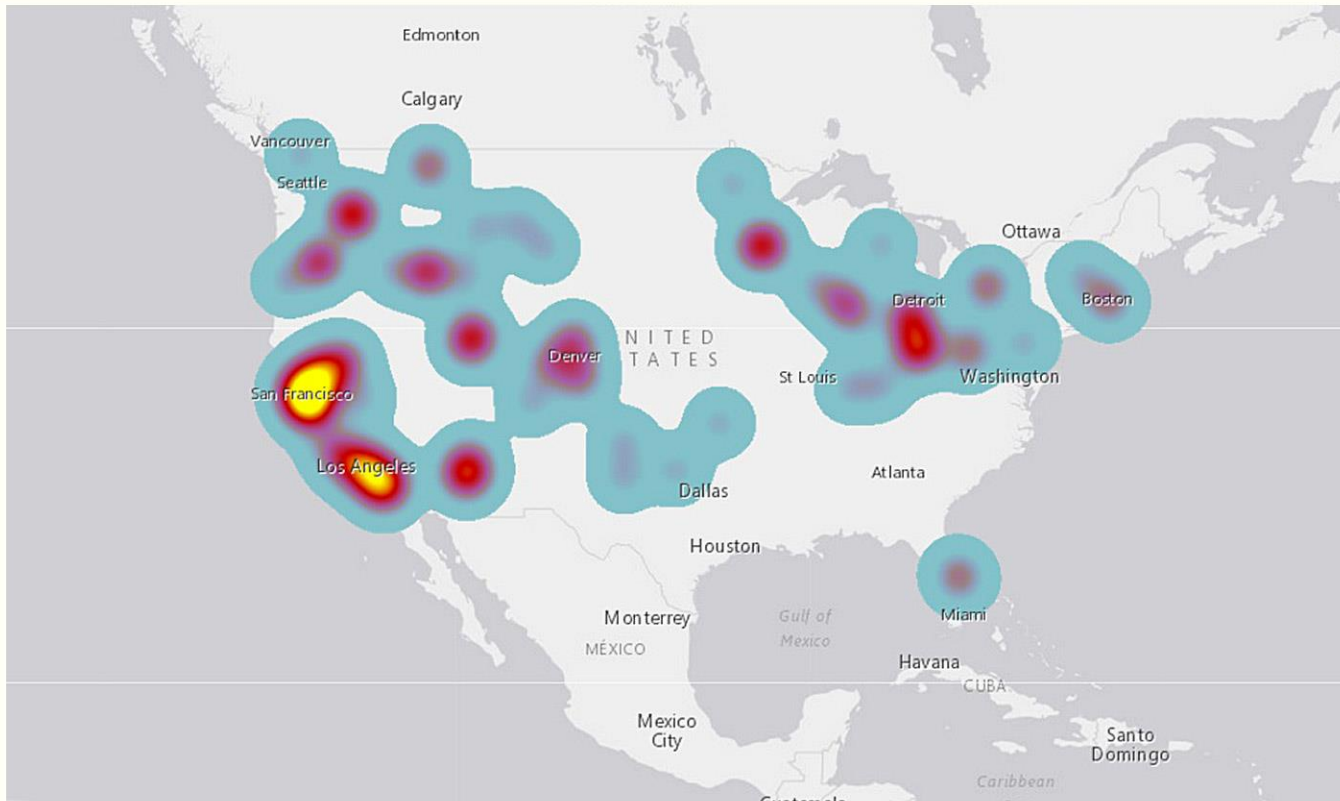
Jacuzzi Case Study

# Customer Centric



# Jacuzzi Sales Analytics

- Who are the best customers?
- What is the profile of the best customer?
- Where are these customers located?
- What characteristics contribute to sales?
- How do we target this market potential?
- **Clients and Consumers**

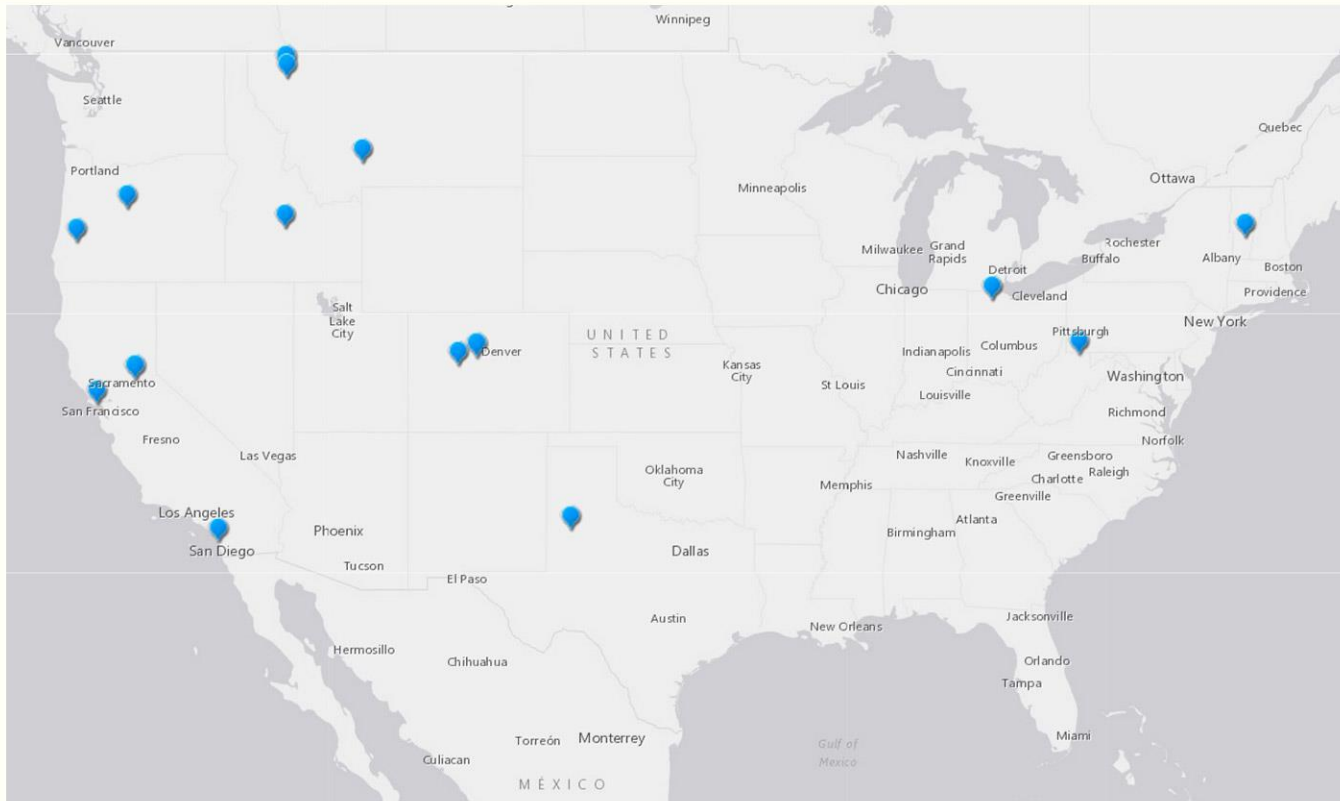


## > Jacuzzi Sales Heat Map by Top Zip Codes

Based on Jacuzzi CRM Data

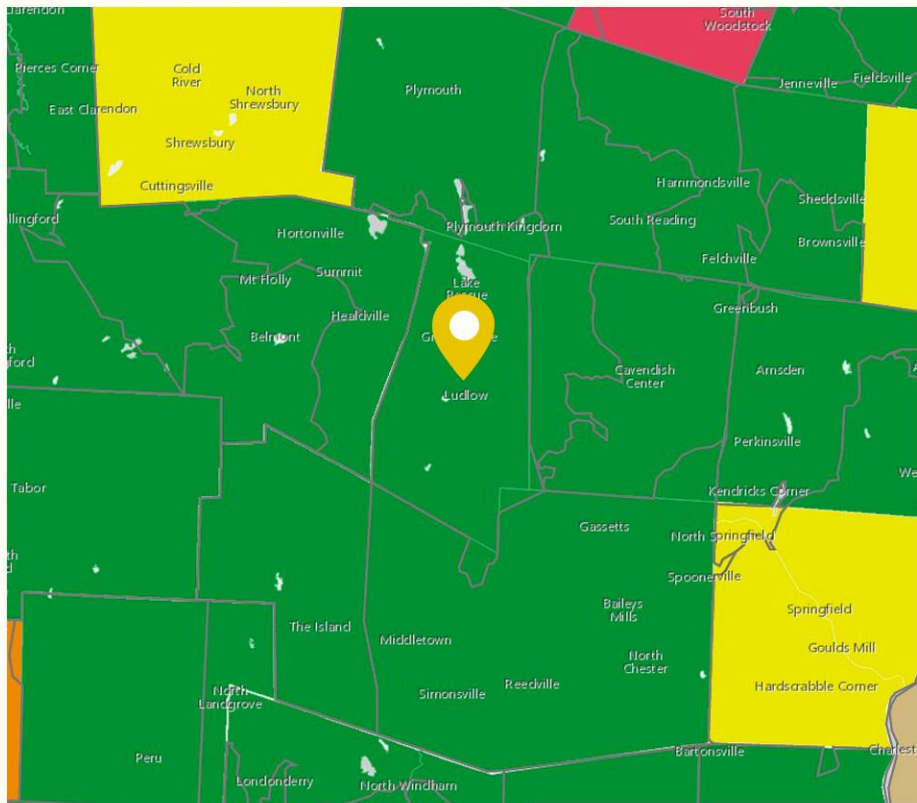
# Jacuzzi Sales Analytics Methodologies

- Integrate CRM Data with Demographic, Tapestry, Social and Search Data
- Statistical Review
- Model Building
- Parametric Analysis and Forecasting



## Jacuzzi Top Sales Performing Zip Codes

Based on Jacuzzi CRM Data



### Tapestry Segment

### Median Income

6E - 68.2%

\$ 46,000

8F - 25.9%

\$ 39,000

6C - 5.9%

\$ 53,000

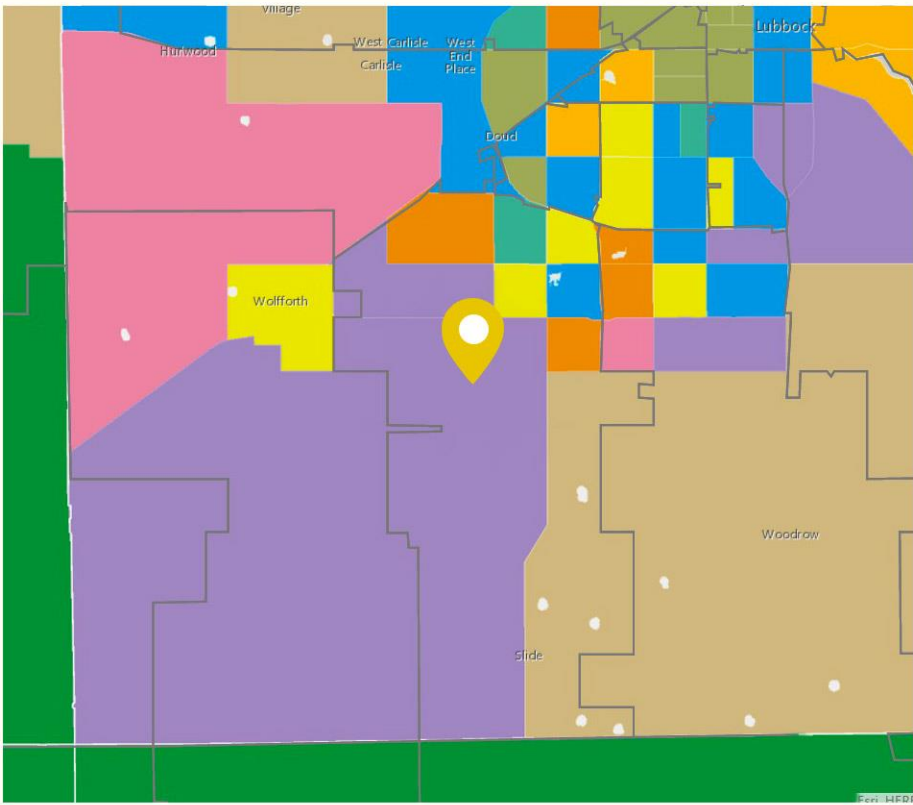
Overall

\$ 50,341

# Ludlow, Vermont

6E - Resort Dwellers





### Tapestry Segment

### Median Income

7A - 20.8%

\$ 64,000

11B - 13.9%

\$ 36,000

1D - 12.8%

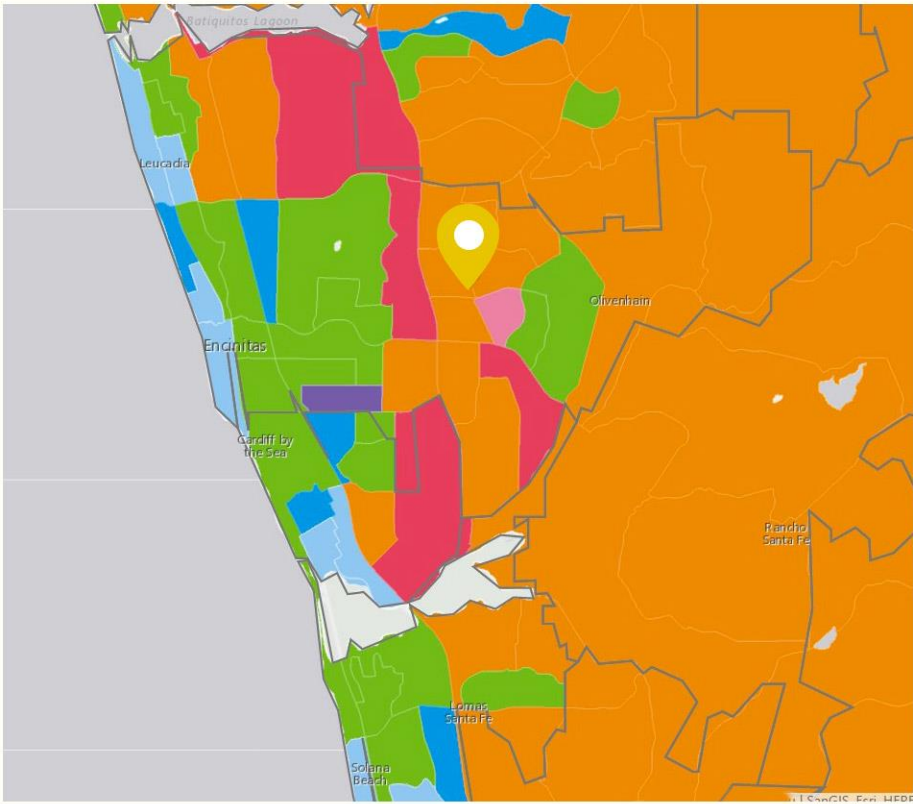
\$ 104,000

Overall

\$ 79,096

## Lubbock, Texas

Diverse Segments



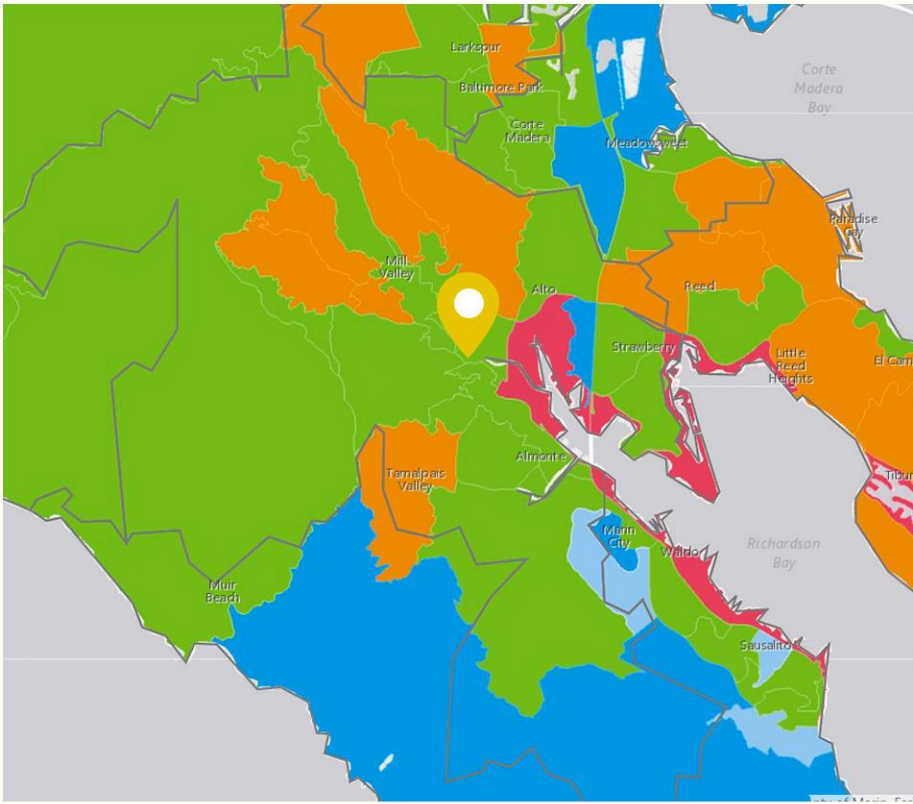
**Tapestry Segment**

**Median Income**

2A - 26.8%	\$ 98,000
3C - 11.4%	\$ 51,000
9B - 10.8%	\$ 61,000
Overall	\$ 87,452

**Encinitas, California**

Diverse Segments



**Tapestry Segment**

**Median Income**

2A - 63.1%  
 1A - 22.3%  
 9B - 10.4%

\$ 85000  
 \$ 157,000  
 \$ 61,000

Overall

\$ 119,574

**Mill Valley, California**

Diverse Segments

Jacuzzi Analytics  
**Implications  
for SEO**



# Jacuzzi Sales Analytics

## Implications for Jacuzzi SEO ROI

→ Case Study 1

**Location Matters!**  
**Rank Where it's Important!**

→ Case Study 2

**Rank With Your Customers!**  
**Determine ROI for**  
**Expenditure on Digital Marketing**

SEO + GIS  
**Long Term  
Implications**





**MASS-PERSONALIZED  
CONTENT**

An overhead, top-down view of a group of people in a meeting room. They are seated around a large wooden table. Several individuals are using mobile devices: smartphones, tablets, and a laptop. The scene is dimly lit, with a blue-tinted overlay. The text 'MULTI-PLATFORM BRAND DISCOVERABILITY' is centered in large, bold, yellow capital letters. A thin yellow line runs diagonally across the image, starting from the top right and ending near the bottom left, passing behind the text.

# MULTI-PLATFORM BRAND DISCOVERABILITY





WE ARE

**PACIFIC**®

THE DISCOVERY AGENCY

**Seann G. Bernshaw**

Chief Data Scientist

Pacific Digital Group

✉ [seann.bernshaw@meetpacific.com](mailto:seann.bernshaw@meetpacific.com)

☎ +1 866 267-3980

🖱 [meetpacific.com](http://meetpacific.com)