

# ***Geographic Information Systems and Direct Marketing Working Hand in Hand***

***Gavin Chance***

your audience. your message. their *home*.



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advertising that hits *home.*\*

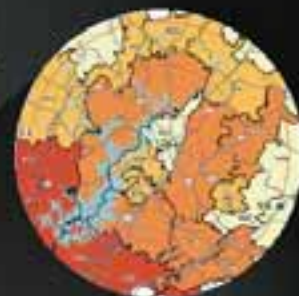
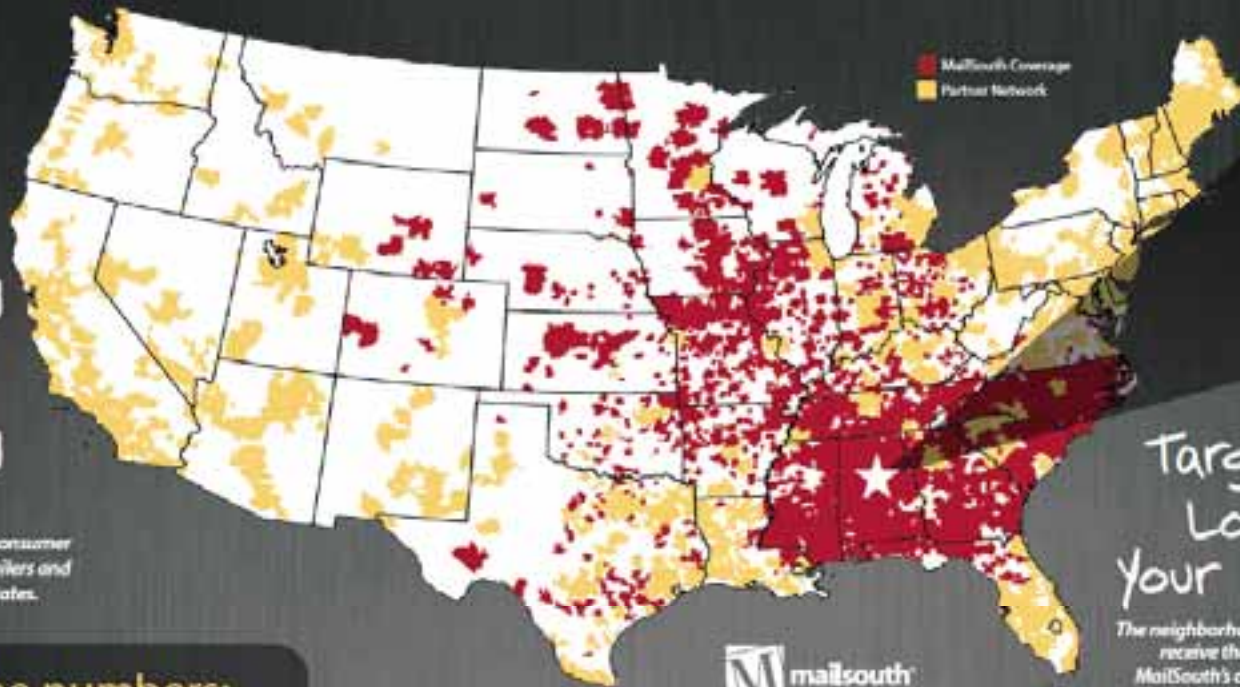
# MailSouth, Inc

24 Years Experience

22+ Million Households and Growing

27 States and Growing

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



MailSouth's Targeting Brings Local Focus to Your Trade Zones

The neighborhoods right around your business should receive the majority of your marketing resources. MailSouth's cost-effective direct mail programs help you reach your neighborhood customers.



## 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\*

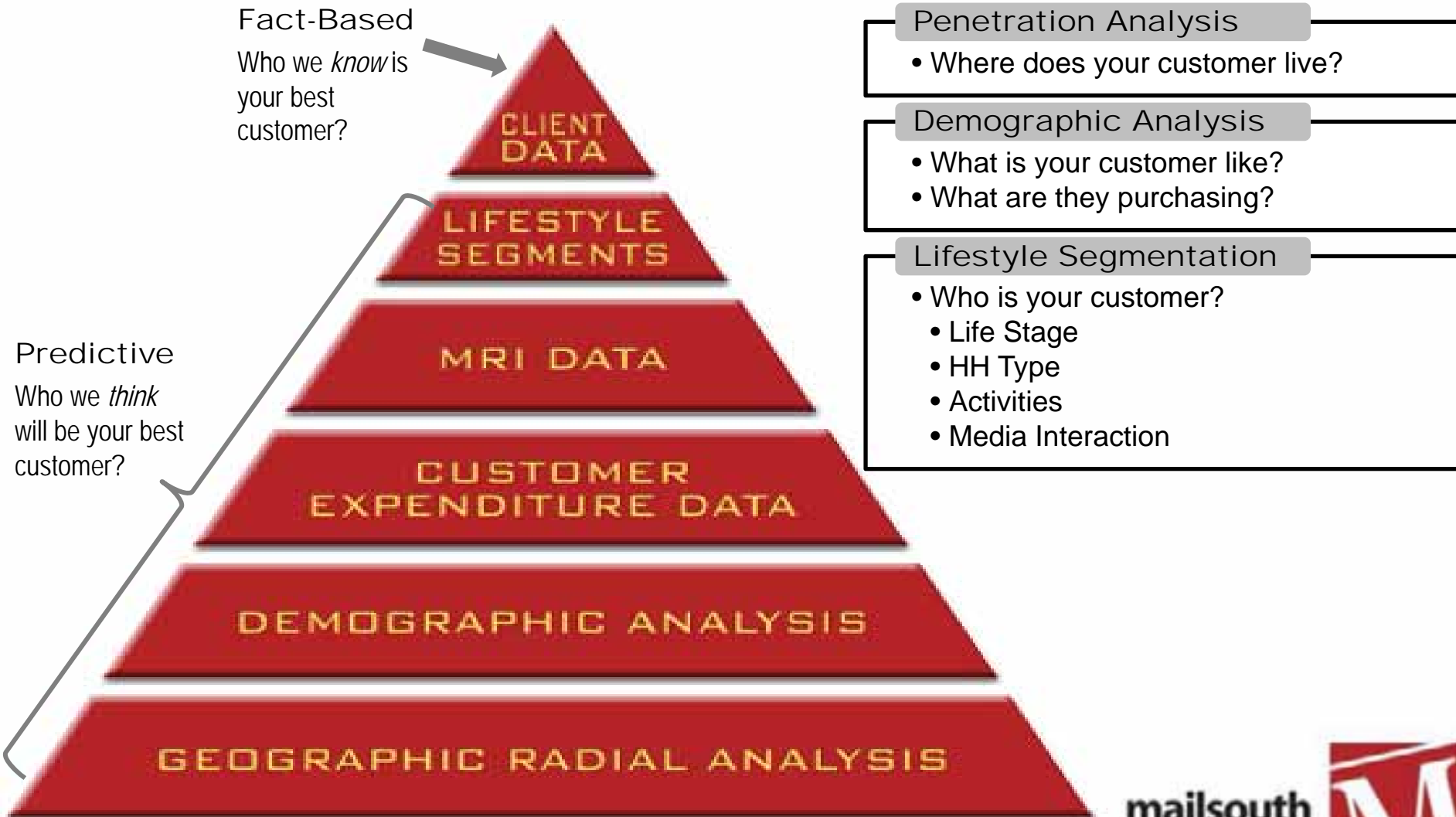
**1/3**  
the cost of solo mail

**3000+**  
national & local retail advertiser clients, including:



\*Based on the 2008 Direct Mail Industry Survey by the Direct Mail Association (DMA)

# Building Data for Enhanced Marketing Programs



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# Analytics Resources

## 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

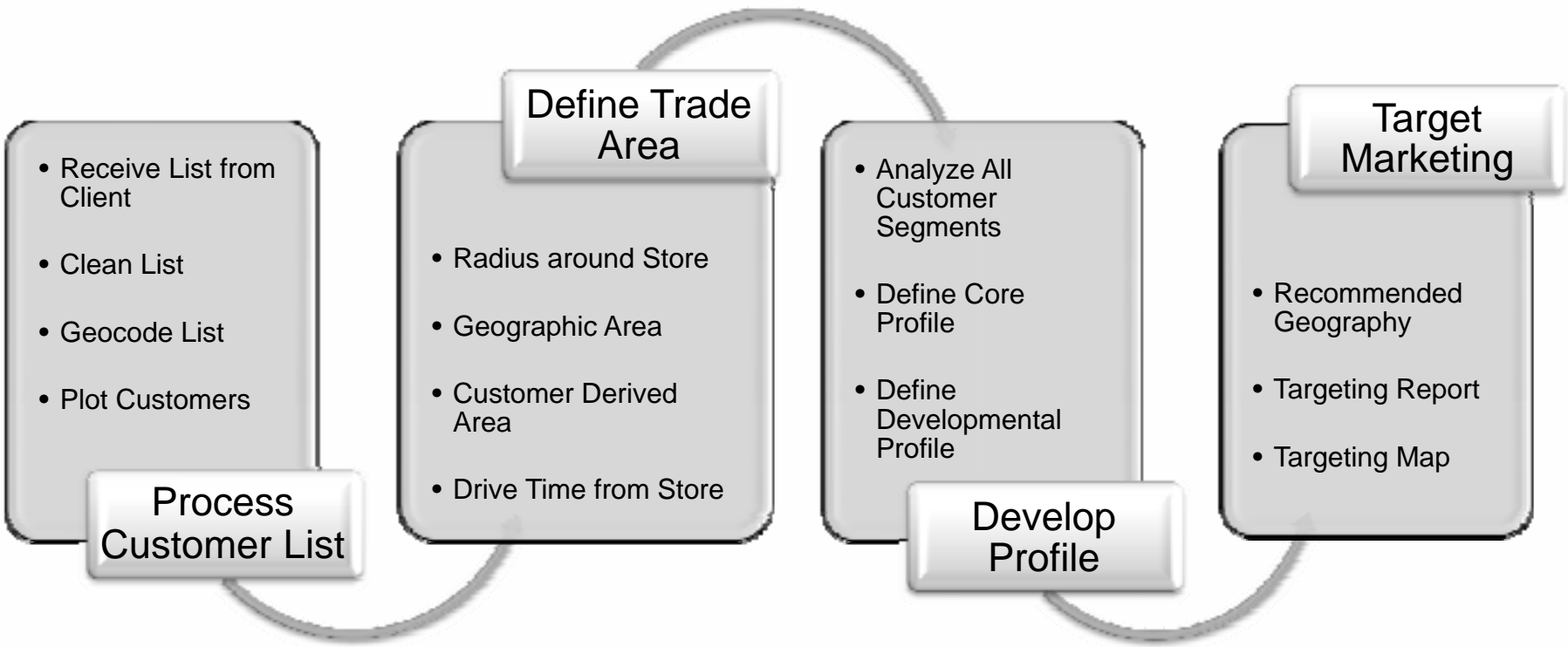
### US Census

- Demographics and population trends
- Conducted every 10 years and projected annually

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# Database Analysis Process Overview



# Finding the Right Households to Reach the Best Target Audience

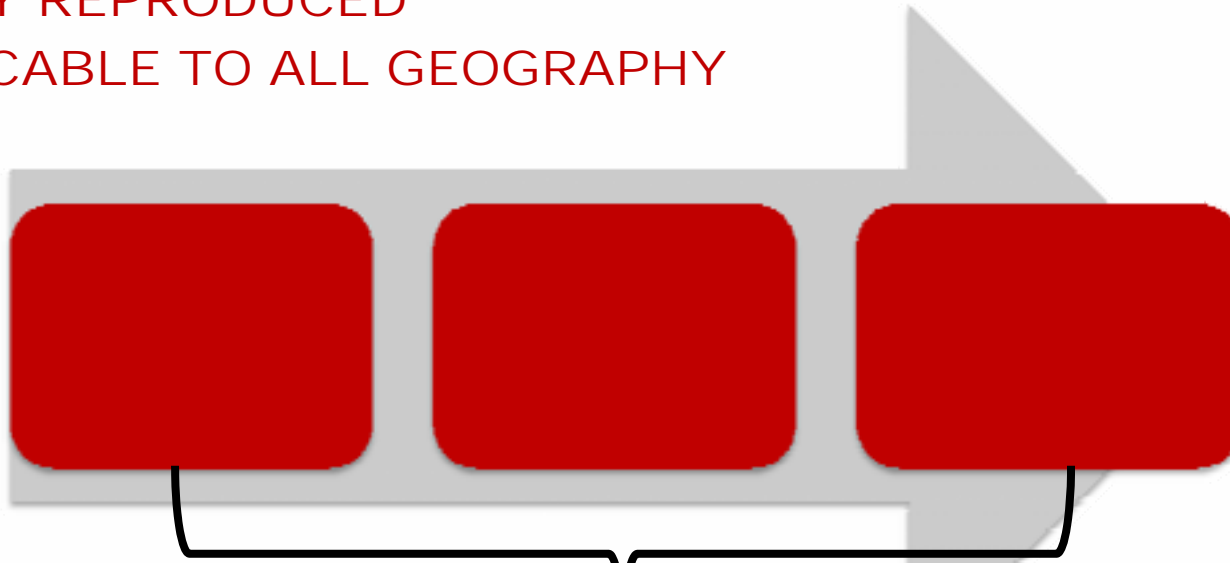
## METHODOLOGY

TIME EFFICIENT

EASILY REPRODUCED

APPLICABLE TO ALL GEOGRAPHY

Identify Customers in Shared Mail geography



Distance  
Competition  
Tapestry Segments  
Customer Penetration  
MRI/CEX Variables

End Result:

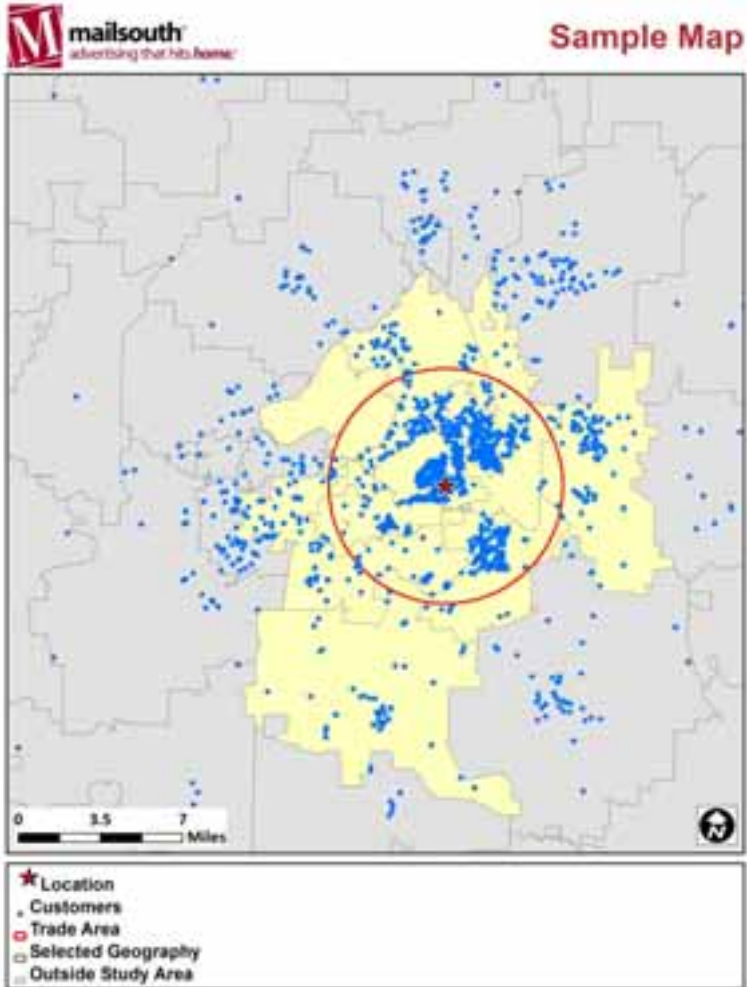


Local Store Mailing Profile

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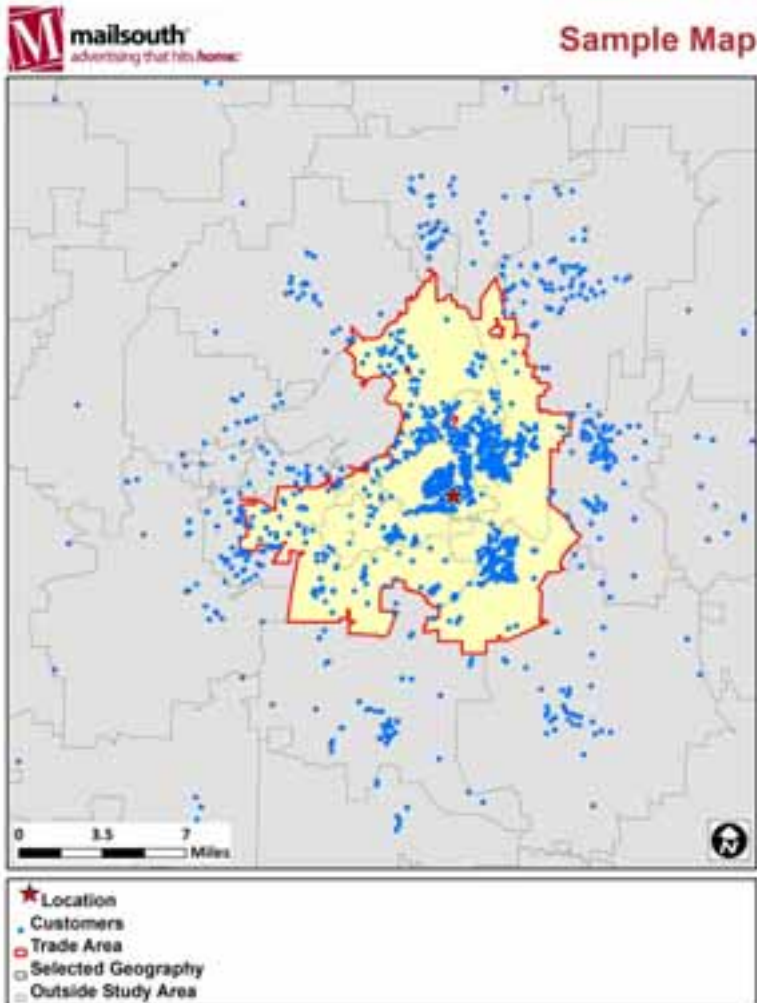
# Radius Around Store



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# Specific Geography



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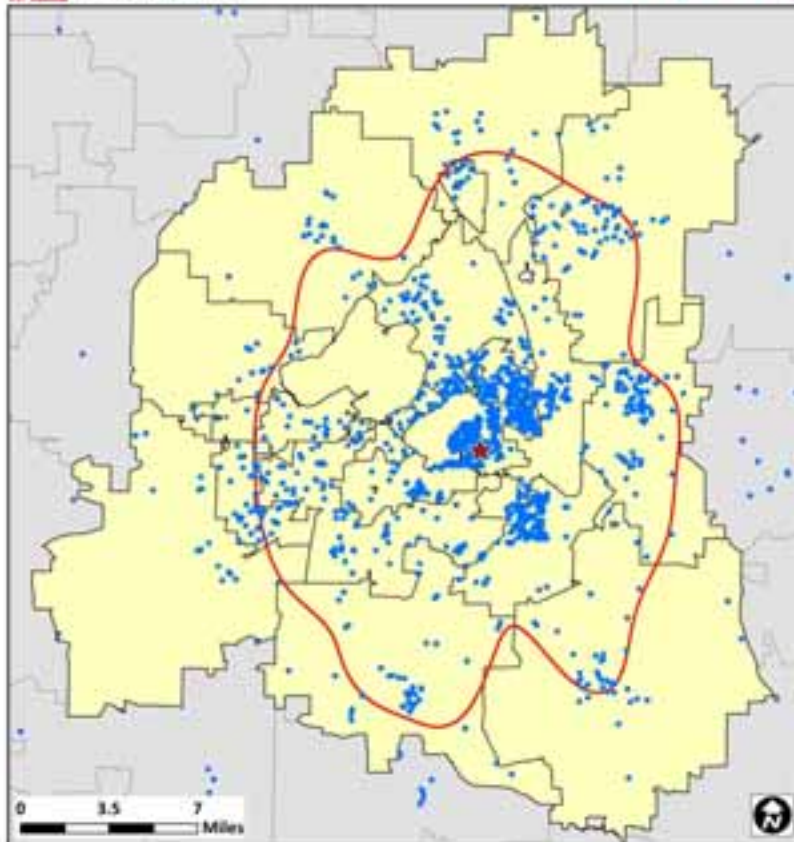




# Customer Derived Area



Sample Map



- ★ Location
- Customers
- Trade Area
- Selected Geography
- Outside Study Area

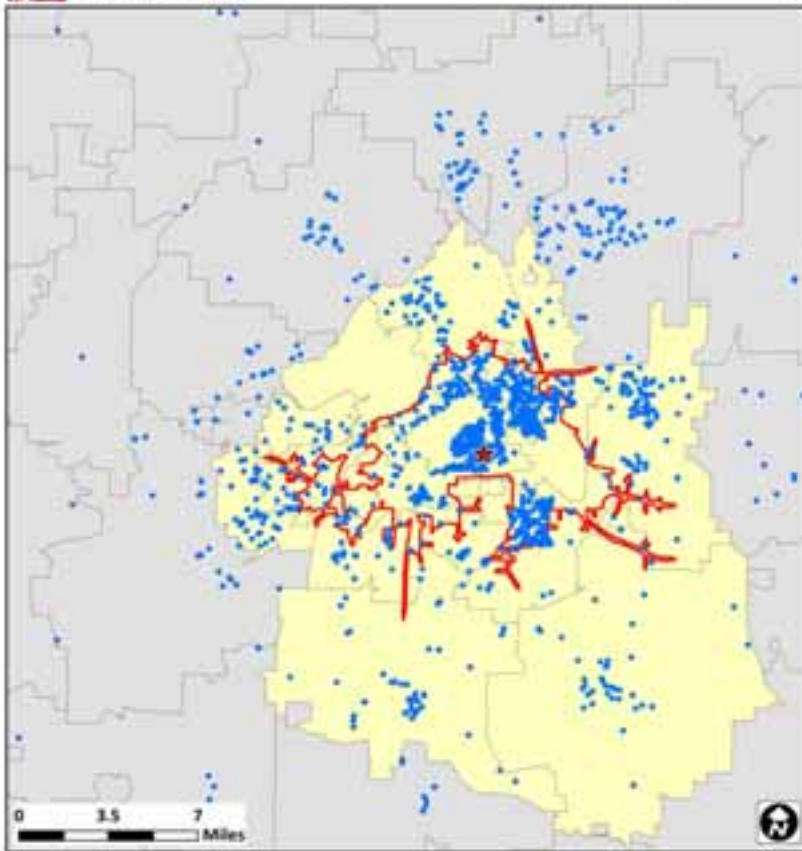
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# Drive Time



Sample Map



- ★ Location
- Customers
- Trade Area
- Selected Geography
- Outside Study Area

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# 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.

### Core Customer Segments

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



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**Core and Development Segments**  
Who are your target customers?

By using the Targeting Field to assign a combination of key attributes to individual zip codes, you can define your target customer segments.

**Core Segments**

Because we utilize a proprietary algorithm, all the zip codes we use have an above average knowledge of your customer base, which represents quality segments in your study area and also have an ability to reach them.

**Segment Description:**

10 Young Young Families
11 Young Young Families
12 Young Young Families
13 Young and Families
14 Middle-aged Couple
15 Young Professionals
16 GMI-Professionals

**Development Segments**

Development segments are not defined by zip code, but by geographic area. They represent areas that have not been reached by your current advertising.

**Segment Description:**

17 New to Market
18 GMI-Professionals

**Store Example**  
Targeting Target

**Legend:**

- 1. Core Segments
- 2. Development Segments
- 3. All Segments
- 4. Major Road
- 5. Interstate
- 6. Interstate
- 7. Interstate
- 8. Interstate
- 9. Interstate
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- 50. Interstate

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# Other Specialty projects

- **For a CPG Client**
- **Auto Parts Store**
- **Discount Store**
- **Beauty supply**



# Questions?

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