

GIS for Marketing

Where Strategy Meets Opportunity

Total Housing Units
Occupied
Owner
Renter
Vacant
Owner Occupied Housing Units by Value

Value Range	Number	Percentage	Number	Percentage	Number	Percentage
Total						
< \$10,000	1,797	100.0%	1,833	100.0%	1,833	100.0%
\$10,000 - \$14,999	139	7.7%	110	6.0%	110	6.0%
\$15,000 - \$19,999	29	1.6%	47	2.6%	47	2.6%
\$20,000 - \$24,999	57	3.2%	32	1.7%	32	1.7%
\$25,000 - \$29,999	35	1.9%	29	1.6%	29	1.6%
\$30,000 - \$34,999	23	1.3%	49	2.7%	49	2.7%
\$35,000 - \$39,999	22	1.2%	31	1.7%	31	1.7%
\$40,000 - \$49,999	15	0.8%	25	1.4%	25	1.4%
\$50,000 - \$59,999	39	2.2%	42	2.3%	42	2.3%
\$60,000 - \$69,999	39	2.2%	35	1.9%	35	1.9%
\$70,000 - \$79,999	51	2.8%	35	1.9%	35	1.9%
\$80,000 - \$89,999	55	3.1%	26	1.4%	26	1.4%
\$90,000 - \$99,999	54	3.0%	21	1.1%	21	1.1%
\$100,000 - \$124,999			30	1.6%	30	1.6%
\$125,000 - \$149,999			81	4.4%	81	4.4%
\$150,000 - \$174,999			54	2.9%	54	2.9%
\$175,000 - \$199,999			87	4.7%	87	4.7%
\$200,000			99	5.4%	99	5.4%
\$250,000			181	9.8%	181	9.8%
\$300,000			152	8.3%	152	8.3%
\$350,000			190	10.3%	190	10.3%
\$400,000			161	8.8%	161	8.8%
\$450,000			225	12.3%	225	12.3%
\$500,000			78	4.3%	78	4.3%
\$750,000			2	0.1%	2	0.1%
\$900,000			2	0.1%	2	0.1%



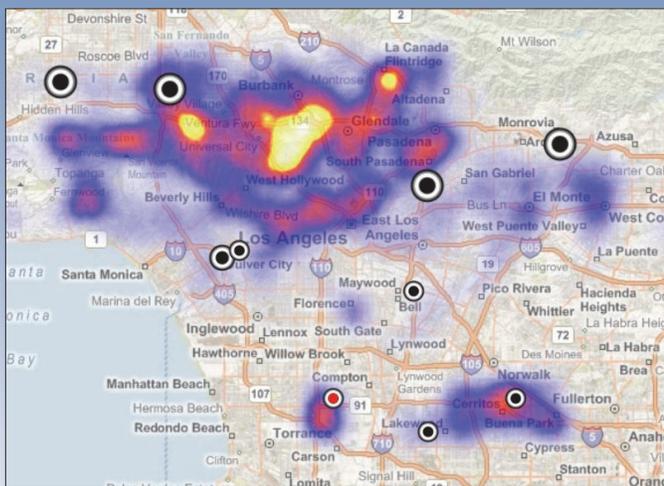
The Geographic Advantage™

The Geographic Approach™ to Target Marketing

In today's competitive marketplace, successful brands are listening to and understanding what customers really care about. Traditional and previously proven forms of marketing are no longer as effective as they once were. This is where geographic information system (GIS) technology comes in, allowing you to visualize where your customers are located by analyzing demographic, psychographic, purchasing, and spending characteristics for accurate customer segmentation and helping you find more like them.

Step 1

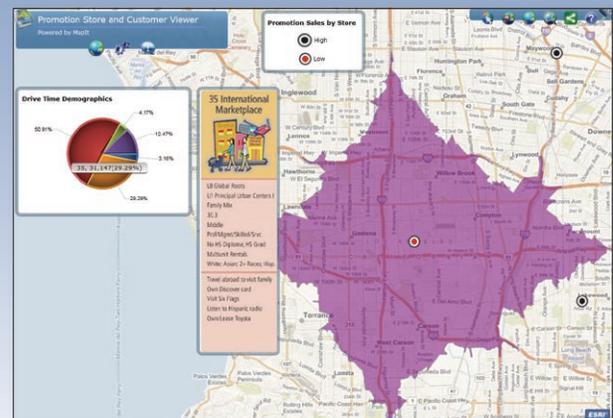
See Your Customers



Using geography is helping marketers worldwide see the bigger picture, become more agile, seize new market opportunities, and stay ahead of the competition. Mass mailing to an entire ZIP Code™ that may or may not contain your target audience is no longer necessary. Save time, money, and resources by truly understanding where the largest concentrations of your customers are located, what they are buying, how far they are willing to travel, their lifestyle characteristics, and much more.

Step 2

Profile and Segment



Customer databases are inherently geographic. Every transaction contains vital location information that can be used to identify all your customers and their unique buying habits. Recognizing patterns and trends among your customer base helps create a perfect picture of what a "model" customer would look like. This ensures that your marketing messages touch existing and prospective customers both rationally and emotionally.

Retail

Cross-reference internal customer data to find the most promising geographic areas and new markets. Improve marketing programs based on neighborhoods and households that match the most profitable customer lifestyles and buying habits.

Financial Services

Match your product offerings to the needs of local residents and daytime workers. Gain greater insight into customers' interactions, financial behavior, and needs for additional products or services through neighborhood studies and territory analysis.

Utilities

Forecast the adoption and "take-up" rates for initiatives down to the street and substation levels. Increase market intelligence while optimizing the use of networks, reducing outages, and improving overall customer service and loyalty.

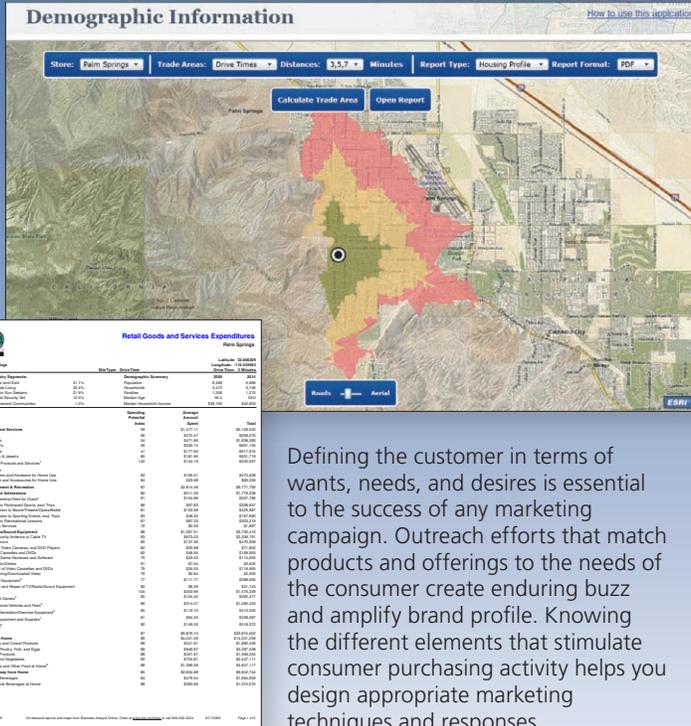
Telecommunications

Integrate network and customer data to analyze competitive activities, customer churn, and general market trends. Develop strategic marketing and network expansion plans based on improved understanding of competition, customers, and market potential.

Learn more. Read case studies, explore options,

Step 3

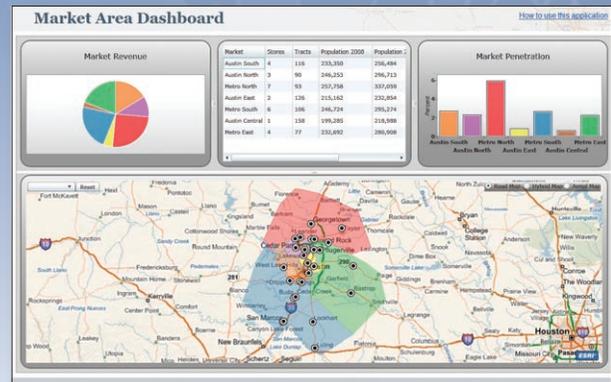
Understand Needs and Behaviors



Defining the customer in terms of wants, needs, and desires is essential to the success of any marketing campaign. Outreach efforts that match products and offerings to the needs of the consumer create enduring buzz and amplify brand profile. Knowing the different elements that stimulate consumer purchasing activity helps you design appropriate marketing techniques and responses.

Step 4

Find and Target



Existing customers already know you and what you can do. The challenge is learning from them to successfully target new customers with similar interests, desires, and needs. Customer segmentation based on geographic and psychographic characteristics plays an important role in determining who you should target, where, and how. This helps ensure you are spending your marketing dollars in the most profitable geographic areas, maximizing ROI, and gaining a competitive edge.

Real Estate

Understand where and how to market real estate developments, attract buyers and tenants, and improve retention rates. Analyze demographics and market conditions to provide a more accurate picture of a property's suitability to needs.

Consumer Packaged Goods

Tailor products and marketing efforts to the needs of households with the profile of ideal customers and their lifestyles. Automate marketing processes such as customer segmentation, customer data integration, and campaign management.

Health

Centralize patients' health information and increase market intelligence. Discover new customer needs in local markets, understand health-specific attitudes, and expand the effectiveness of your agency's response to growing demands and limited budgets.



About ESRI

Since 1969, ESRI has been helping organizations map and model our world. ESRI's GIS software tools and methodologies enable these organizations to effectively analyze and manage their geographic information and make better decisions. They are supported by our experienced and knowledgeable staff and extensive network of business partners and international distributors.

A full-service GIS company, ESRI supports the implementation of GIS technology on desktops, servers, online services, and mobile devices. These GIS solutions are flexible, customizable, and easy to use.

Our Focus

ESRI software is used by hundreds of thousands of organizations that apply GIS to solve problems and make our world a better place to live. We pay close attention to our users to ensure they have the best tools possible to accomplish their missions. A comprehensive suite of training options offered worldwide helps our users fully leverage their GIS applications.

ESRI is a socially conscious business, actively supporting organizations involved in education, conservation, sustainable development, and humanitarian affairs.

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