



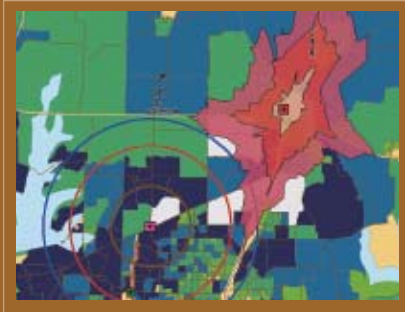
GIS for Direct Marketing

Identify and Target Your Best Customers



GIS Crafts Precise Direct Marketing Campaigns

ESRI provides better tools for direct marketers who must identify and analyze current and prospective customers more efficiently.



The primary focus for all direct marketers is customers—how to identify them, keep them, reach them, and find more like them. To accomplish these goals better than your competitors, you must focus on customer marketing applications such as acquisition, marketing, messaging, purchasing, and retention. Understanding your customers' demographics, behaviors, and purchasing patterns increases your chances of retaining them and finding more like them.



Let ESRI provide you with reliable business solutions. We combine demographic data, segmentation, software, technology, and Web services for a complete marketing application that will give you the results you need. We have 30 years of expertise in building geographically intelligent systems to help our clients acquire and retain their most profitable customers, increase response rates, generate more revenue, and develop efficient marketing campaigns. Our efforts continually produce return on investment.



GIS by ESRI™

Geographic Information System (GIS) technology is a tool for making maps, analyzing data, and reporting results. Since 1969, ESRI has been helping people solve real-world geographic and business problems. Today more than 100,000 organizations around the world use ESRI's leading-edge technology to manage location information. By visualizing information, businesses and government agencies can better organize and visualize their data for improved communications and enhanced decision making.

DIRECT MARKETING

ESRI Software for Direct Marketers

ESRI provides a full range of software tools and data that will enable direct marketers to profile their customers more accurately and identify and target potential new customers.

ArcGIS Business Analyst

ArcGIS® Business Analyst is a unique set of tools and data designed specifically for business applications. It allows users to analyze markets and customers, see trends and patterns on maps, and generate comprehensive demographic reports. The software has an easy-to-use wizard interface that guides the user through complex business tasks. Because the data and analysis procedures are built in, the user can focus on results rather than the details of the underlying technology.



Business Analyst Online

Business Analyst Online brings capabilities to the Web previously available only through ESRI's Business Analyst desktop software. This solution is ideal for Direct Marketing professionals who need quick and easy access to demographic data reports and mapping. Discover how GIS technology combined with extensive business, demographic, and consumer household data can aid your mission-critical business decisions.

Community Coder

This household lifestyle segmentation and geographic location software assigns comprehensive geographic information to each customer record. This information includes latitude/longitude coordinates, complete Federal Information Processing Standards (FIPS) codes down to the census block group level, address-based lifestyle segmentation, and demographic data. Community™ Coder can instantly geocode an unlimited number of addresses anywhere in the United States in a single pass.



ArcGIS

Direct marketers can use ArcGIS software to create, manage, integrate, analyze, display, and disseminate data about their customers and prospects. Multiple GIS extensions allow you to choose from a variety of software options to customize your ArcGIS applications.



ArcIMS

ArcIMS® software is the foundation for distributing GIS data and applications on the Internet. By providing a common platform for exchanging and sharing GIS resources, ArcIMS provides unique opportunities to leverage data from within the organization and to integrate information from other agencies.



Identify and Target Your Best Customers

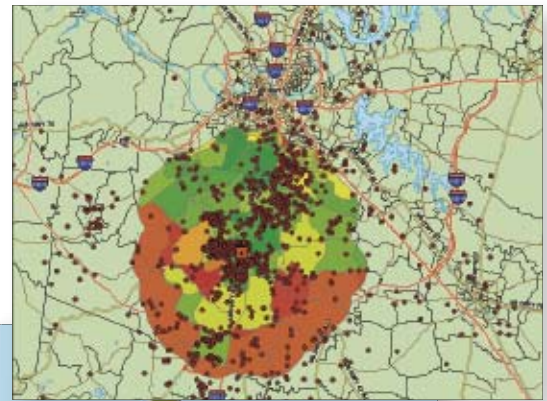
Profile Customers

Knowing your best customers' buying patterns and preferences will enable you to better predict their behavior. Use database variables to identify the characteristics that distinguish your best customers. A thorough knowledge of your customers also provides opportunities for upward and cross selling campaigns, better responses to loyalty programs and promotions, and more precise prospecting.

Segment Customers

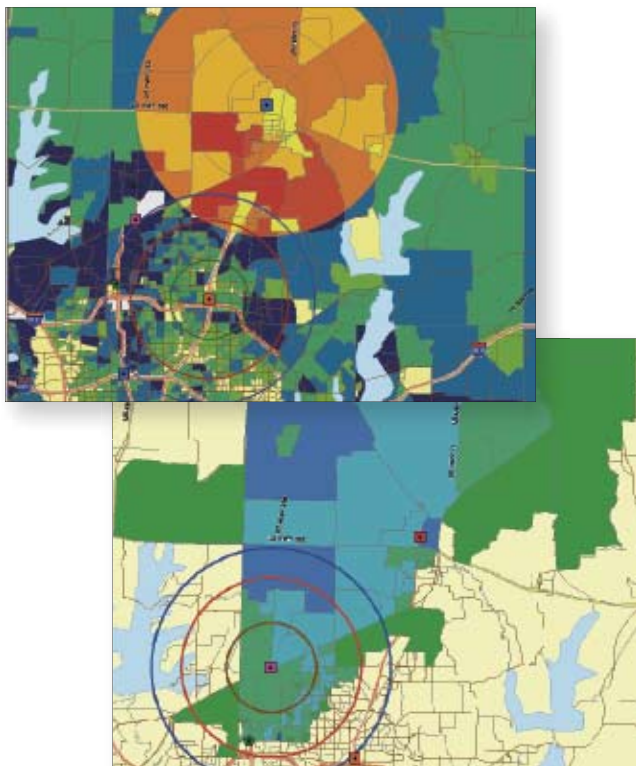
The process of segmentation identifies specific customer groups categorized by common characteristics. GIS database marketing allows you to integrate demographic, geographic, purchasing, and spending characteristics into models that will accurately segment your customers. ESRI Business Information Solutions (ESRI BIS™) Community Tapestry™ segmentation system does the work for you! Community Tapestry segmentation is based on behaviors and produces precise customer segmentation models that can be integrated into ESRI® software.

Profile Customers



Segment Customers

Acquire and Retain Customers



Market via Multichannels to Customers

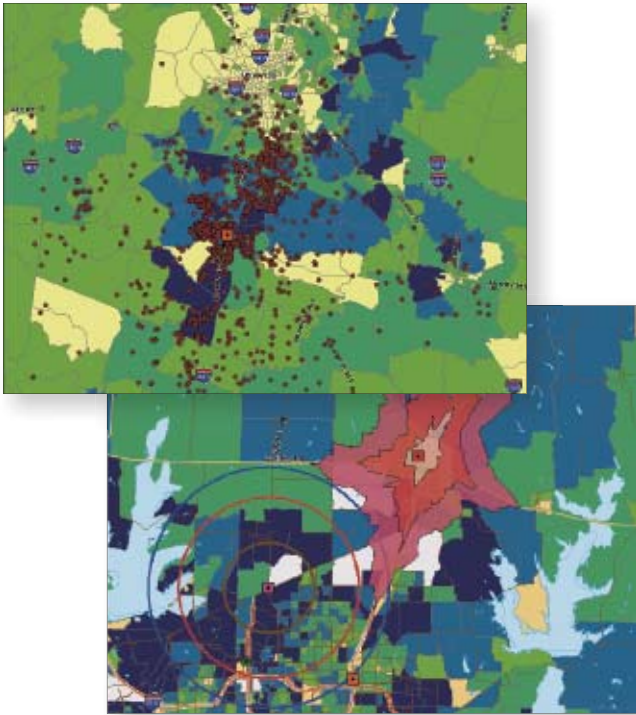
Acquire and Retain Customers

Customer acquisition is expensive, so it is important to coordinate customer retention efforts with acquisition programs. Our suite of data and business-focused software solutions can help you craft clear messages to respondents based on their demographics.

Market via Multichannels to Customers

Marketers know that multichannel marketing is an effective strategy. It allows companies to reach current and potential customers through a variety of media including catalogs, print, and television. Geographically based systems can help you keep up with the management of your campaigns and measure their results.

Analyze Customers



Analyze Customers

Demographic analysis is the basis for many other business functions: customer service, site analysis, and marketing. Understanding your customers and their socioeconomic and purchasing behavior is essential to making good business decisions.

Establish Customer Relationships

Focus on your customers *before* a sale to establish a relationship and determine your best marketing strategy. Offer the types of products and services that appeal to each customer segment based on their demographics and geographic locations.

Establish Customer Relationships

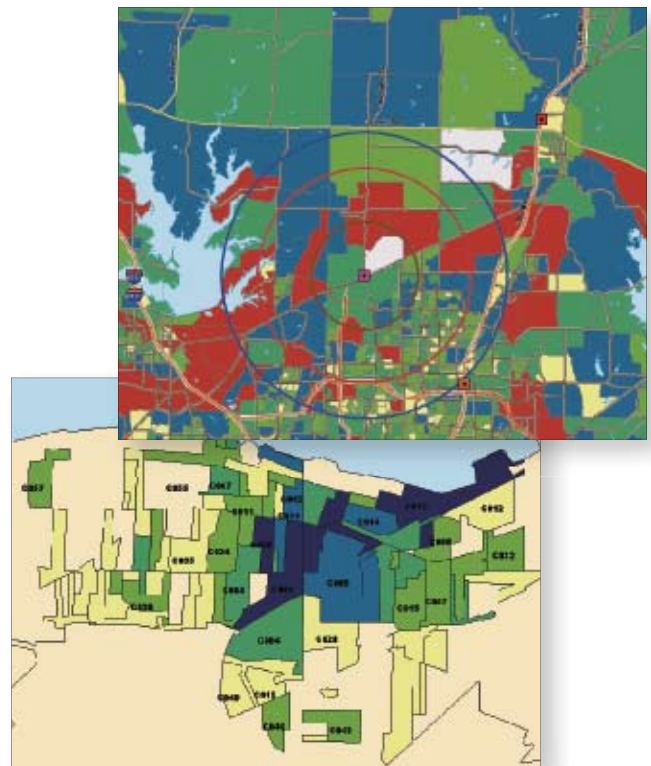
Advertise to Customers

Product positioning and image projection are essential to effective advertising. Apply our data and business-focused software solutions to profile your audience, develop marketing campaigns and messaging, and track the results.

Target Messages and Mail to Customers

Knowing and understanding your customers' likes and dislikes are essential to the success of a direct mail campaign. Our data and business-focused software solutions enable you to identify your most valuable customers, understand their demographic characteristics, measure their direct mail response by product category or promotion, and target the locations of new customers with similar demographic characteristics.

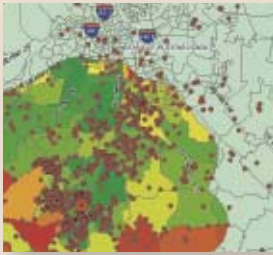
Advertise to Customers



Target Messages and Mail to Customers

Tools and Applications

Profile Customers



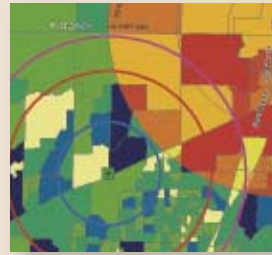
- Map your best customers who purchase most frequently
- Target these customers for loyalty campaigns and new promotions
- Analyze “best customer” sales related to your channels
- Investigate relationships between underperforming products and customer preferences

Segment Customers



- Group customers by product preferencing
- Display customer subsets by product
- Analyze customer groups by sales territories
- Create messages targeted to your best segments

Acquire and Retain Customers



- Generate more qualified leads
- Identify best prospects
- Turn prospects into buyers faster
- Shorten sales cycles
- Build customer relationships

Market via Multichannels to Customers



- Segment customers by point of purchase: store, Web, catalog
- Analyze sales by channel
- Map channel productivity
- Understand customer channel preferences

Software Solutions

ArcGIS Desktop
Community Coder
Community Tapestry
ESRI BIS data
Business Analyst Online

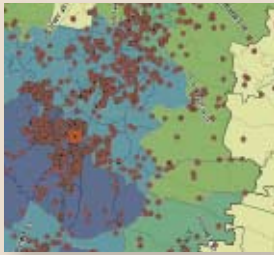
ArcGIS Desktop
ESRI BIS demographic data
Community Coder
Community Tapestry
Business Analyst Online

ArcGIS Business Analyst
ESRI BIS data
Community Tapestry
Business Analyst Online

ArcGIS Business Analyst
ESRI BIS data
ArcIMS
Community Tapestry
Community Coder
Business Analyst Online

for Direct Marketers

Analyze Customers



- Uncover new response markets
- Target messages by segment
- Analyze purchasing power versus product mix
- Map current customers
- Examine under- and overperforming markets

Establish Customer Relationships



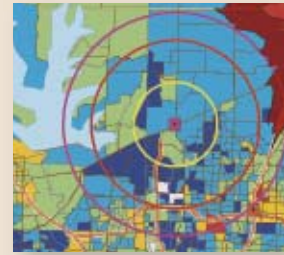
- Locate customers on maps
- Assign customer service staff to each customer
- Create customer service groups based on product territories
- Record customer contact
- Initiate customer feedback

Advertise to Customers and Prospects



- Track advertising success
- Map successful campaign territories
- Examine regional response to new products
- Screen product use by region

Target Messages and Mail to Customers



- Segment your customers by product preferences
- Create a model that matches your best customers
- Score your prospects by demographic factors (age, income, education)
- Select prospects by community segment
- Screen new markets by sales potential

and Data

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Disclaimer:

The above list of products is only a suggested list and in no way implies that you will need all products listed to perform your direct marketing analysis.

ESRI BIS DATA PRODUCTS

Census 2000 Data, Current-Year Updates and Five-Year Demographic Forecasts

ESRI BIS Annual Updates

ESRI BIS presents 2003/2008 forecasts of population and income including age by sex; race by Hispanic origin; households and families; housing by occupancy, tenure, and home value; and income including household and family income distributions, household income by age of householder, and per capita income.

Community Tapestry Annual Updates

The Community Tapestry segmentation system identifies specific customer groups categorized by common characteristics. Tapestry combines the *who* of lifestyle demography with the *where* of neighborhood geography to create a model of various lifestyle segments of actual neighborhoods—65 distinct market segments.

infoUSA Business Database

infoUSA Semi-Annual Updates

ESRI BIS business data is extracted from a comprehensive list of businesses licensed from infoUSA®. The business list contains data on more than 10 million U.S. businesses including name and location, franchise code, industrial classification code, number of employees, and sales volume.

Consumer Expenditure Survey

CEX Surveys Annual Updates

ESRI BIS integrates the Bureau of Labor Statistics (BLS) and Consumer Expenditure Survey (CEX) consumer spending data into the ACORN™ segmentation system to develop spending patterns by ACORN type. This integration produces a profile of purchasers by key demographic variables such as age, income, education, family type, and employment. Data is reported by product or service and includes total expenditures, average spending per household, and a Spending Potential Index (SPI).

Market Potential Index

MRI Doublebase Annual Updates

ESRI BIS' Market Potential Index (MPI) database includes data for 1,700 items organized into 35 groups representing goods, services, attitudes, and activities collected from the Mediamark Research Inc. (MRI) Doublebase 2000 database. Market potential data measures the likely demand for a product or service. Files include the expected number of consumers and an MPI.

Shopping Centers

NRB Semi-Annual Updates

ESRI BIS' Shopping Centers database comes from the National Research Bureau (NRB), which provides the most comprehensive source of information about 39,000 U.S. shopping centers. This database includes all shopping centers with three or more tenants.

Shopping Centers

DMM Annual Updates

Directory of Major Malls (DMM) includes shopping centers with gross leasable area (GLA) of 250,000 square feet or more.

Traffic

MPSI Annual Updates

ESRI BIS' traffic count data comes from MPSI/DataMetrix that provides the most current and extensive U.S. traffic data and compiles information from approximately 1,200,000 traffic counts at 800,000 points. From freeways to rural roads, ESRI BIS' traffic volume data provides valuable information for trade analysis, routing, or mathematical modeling.



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