

# GeoInsight

An advanced marketing intelligence solution from DirectMail.com

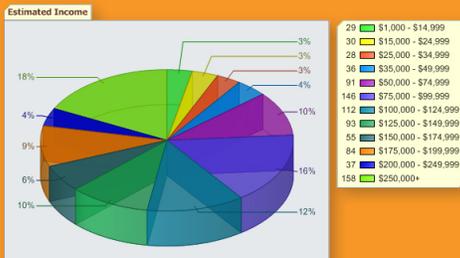
NEW SOLUTION:

Location-based data sourcing and customer intelligence

GeoInsight puts powerful insight and valuable consumer data sources in your hands



Draw any shaped target on the map and get an immediate count of names.



Conduct marketing analysis and segmentation in the easy-to-use analytics dashboard



Plus, instant snapshots and detailed breakdowns of your targets demographically, financially and behaviorally.

**GeoInsight™** puts powerful, yet easy-to-use database analytics directly into your hands. This fast, real-time system allows marketers to learn about the behavior and lifestyle patterns of current and prospective members *BEFORE* mailing to them.

Based on a simple, web-based map interface, **GeoInsight™** is composed of:

- GeoInsight places the combined power of enterprise-level, location-based data analytics and real time customer-rich information at your fingertips with this easy to use, web-based marketing intelligence solution.
- By enabling you to view your database's customer concentrations as well as lifestyle and purchasing behavior characteristics, GeoInsight enables you to instantly analyze your markets, customers and prospects, providing in-depth knowledge and marketing intelligence.
- By combining your existing database with GeoInsight location-based, data-mining and modeling information you will be able to gain a new level of selectivity and precision in targeting prospects and engaging existing customers to increase market share.

This innovative marketing intelligence and data sourcing tool gives marketers a whole new level of selectivity and precision in targeting prospects and engaging current customers.

## OUR BROAD PORTFOLIO OF DATA SOLUTIONS AND ANALYTICAL SERVICES:

**GeoInsight** is one of our strategic data offerings to support your targeting and acquisition programs. Our Data Insight & Solutions Center team will turn your numbers into information, your information into decision-making intelligence, and your decision-making intelligence into bottom-line growth.

Our experienced team of data experts will help you:

- Plan, develop and implement your data modeling, mining, aggregation, cleaning, analysis and reporting needs.
- Conduct highly accurate geographic and demographic segmentation of up to 400 characteristics with our easy-to-use, proprietary

**GeoInsight** tool. You can plot with pinpoint accuracy all the way down to a single rooftop, and gain valuable target audience insights using profile characteristics.

- Develop direct mail and email models and offers using our DirectChoice™ national consumer database.
- Design and build database solutions to support even the most complex national Customer Relationship Marketing (CRM) program.
- Develop direct response segmentation and testing strategies.
- Provide insightful program or campaign data file audits and results reports.

