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# GeoInsight Plus Smart Data Delivers Better Results

Unique Data Solutions for B2C Marketers,  
Retailers and Consumer Services

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**DirectMail.com**<sup>TM</sup>

Intelligent Marketing Solutions. *Delivered.*

# The Intelligent Marketer

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# A Powerful Combination to Help You Achieve Your Marketing Goals

You may have heard about geo-targeting and smart data. You may even suspect that they could work in tandem to help your business achieve a greater return on marketing investment. But getting started is another story, especially given the complex algorithms behind the scenes.

Thankfully, there's DirectMail.com, one of the most trusted sources in geo-targeting and smart data solutions. We have the data visualization tools you need to simplify complex data scenarios, making them more actionable for your CRM campaigns.

Learn how our proprietary technology can be used to leverage geography, demographics, interests, and buying data to quickly and inexpensively attract new customers and retain existing ones.

## Leverage the Predictive Power of GeoInsight and Data Visualization

The first adopters of geo-technology were retail, consumer goods, franchise, automotive, and media companies. DirectMail.com's proprietary GeoInsight platform answers key questions for marketers to build a robust knowledge base of location intelligence and data visualization to include in CRM and engagement strategies.

### 5 Tips for Leveraging GeoInsight into Your Marketing Intelligence

**1. Micro-level segmentation** — *Geo-targeting identifies the best customers while eliminating unqualified prospects.*

Rather than marketing to a sea of possible prospects, you can use geo-targeting to hone in on those individuals who are most likely to respond to your message and your offer. Include territory analytics, data visualization, consumer travel patterns and geo-segmentation to your consumer data strategy.

**2. Market Research** — *Geo-targeting, helps marketers identify their most lucrative markets.*

You can leverage GeoInsight to explore and test new markets, ensuring results during an expansion. This approach is especially important for location-based businesses, like multi-channel retail, franchise, and retail banking. Looking at buyer demographics, you can plan a location-based marketing strategy with offers that are timely and targeted.

**3. 360° view of your customer** — *Leverage location-based analytics and consumer purchasing behaviors*

Develop a 360 degree view of your customers and prospects to develop more targeted B2C marketing strategies that include location intelligence, travel patterns and geo-demographics.

**4. Data Visualization** — *Geo-targeting, data visualization, and satellite views allow for greater insight into data relationships than traditional reports.*

Geo-targeting takes the guesswork out of your marketing efforts. In some cases, you can even see where your prospects are and what they are doing. The days of sending offers based on zip codes are over. Draw a polygon and map high potential pockets of customers to target your outreach campaigns.

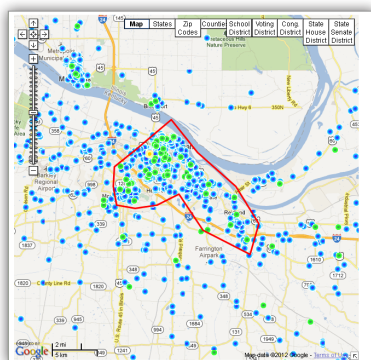
### 5. Optimize New Markets — Geo-targeting is very effective when marketers have on-the-ground knowledge.

GeoInsight gives you valuable insights into what your customers are doing when, giving your marketing efforts the best chance for success. This data is actionable and has tremendous marketing and business value for your business. By plotting demographics and travel patterns of existing customers, marketers can optimize targeting and customer acquisition efforts by focusing on high-potential pockets of opportunity and improve ROI.

## Smart Data Solutions to Fuel Your Campaigns

### Pinpoint Key Predictive Elements for Audience Targeting

With the right data, you can more easily decide on the best balance of direct and digital messages. This integrated approach ensures that your marketing messages and offers are top-of-mind. Using a combination of web-based data analytics and understanding the right predictive elements and messaging strategy tells you the best way to approach your prospects and customers. By combining these elements (see “Key Predictive Elements Chart”) with GeoInsight and location intelligence, provides an increased level of predictive power and ROI to your B2C campaigns.



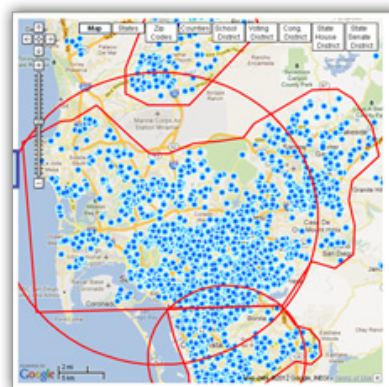
*Retail Marketing Example: Use GeoInsight and segmentation to improve targeting and ultimately increase ROI.*

### What Data Sources do many B2C Brands leverage for customer marketing?

- GeoInsight – Smart Targeting, Visualization and Segmentation Engine
- Demographic attributes
- Behavioral insights
- Financial Personalities
- Health and Wellness
- Predictive Elements
- Lifecycle & Interests Triggers
- Reverse Email & Phone Appends

### Key Predictive Elements for Retail and Multichannel Businesses

- Mobile Behaviors and Shopping Habits, Real Time Data Appends
- Omnichannel Touch Points – Digital Channel preference and receptivity
- Lifestyle, Family and Interests (Behavior Bank of interests for most specialty brands/retailers)
- Share of Wallet Index (i.e., Discretionary Income, Net Asset Scores)
- Mobility Indicator
- Digital Moms and Dads - Purchasing Power Scores
- Health and Wellness attributes
- Mail Order Responsiveness (i.e., 2X more responsive)
- GeoInsight and Cluster Segmentation Models



*Data Visualization: Identify existing customers, pockets of new opportunities, and prospect travel patterns.*

## Case Studies Offer Proof Positive That Smart Data and Targeting Gets Results

### CLIENT SPOTLIGHT #1 | Amazon Locker



#### *Client Challenge*

Amazon identified a specific demographic they wanted to target for the soft launch of their new Amazon Locker service, and mail that demographic living within walking distance of their Lockers.

#### *Our Solution – Location Intelligence to Boost Response Rates*

DirectMail.com's GeoInsight solution was a perfect fit for Amazon's needs. Rather than just plotting a 5-mile radius and mailing to everyone, we were able to draw precise polygons, removing residents with walking barriers (such as highways) to the nearest Locker.

#### *Results*

After just one direct marketing campaign, Amazon reported an increase in Locker usage by over 10%

### CLIENT SPOTLIGHT #2 | Lawn Doctor



#### *Client Challenge*

Lawn Doctor was looking for an easy to use, powerful data solution to identify and create new franchise territories with the optimum household profiles required to support a growing franchise territory.

#### *Our Solution – Retail Location Analysis*

Lawn Doctor evaluated a number of marketing and data solutions, and ultimately chose our proprietary GeoInsight data solution. This solution provided their franchise group the ability to quickly and easily establish new territories, and provide accurate underlying demographic and behavioral data to support their projected growth strategies at an individual franchise territory level.

#### *Results*

GeoInsight proved to be an invaluable resource for Lawn Doctor's franchise territory development and sales, helping boost revenue and franchise growth.



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For over 40 years, DirectMail.com has been working with clients on the most sophisticated multi-channel marketing challenges. We are a company that is passionate about continuous learning and we are excited to share our expertise and best practices with a broader audience and the industry as a whole. Through *Intelligent Marketer*, we hope to provide practical solutions and tools that marketers can leverage to make their jobs easier in the short term and to generate incremental results in the long term.