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.

To learn more, visit www.directmail.com or contact a sales representative at 1-866-284-5816.