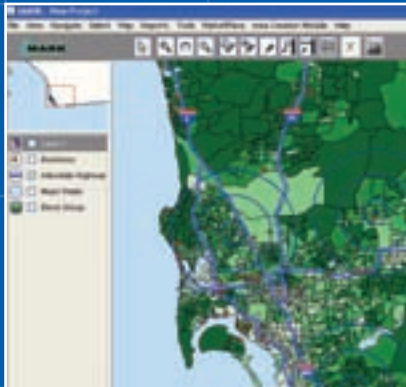




(800) 234-5973  
claritas.com

# iMARK

Map Your Markets, Chart Your Course





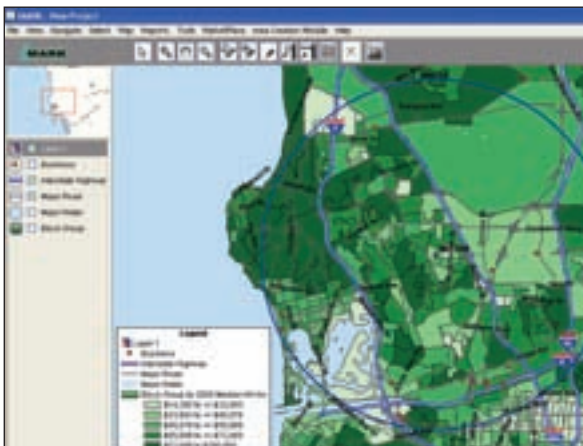
### Precision customer targeting

Integrating your proprietary information with Claritas data and segmentation is key to the most precise customer targeting. By combining iMARK's segmentation tools with the full power of the nation's leading segmentation systems—PRIZM® NE, Workplace PRIZM NE, P\$YCLE® NE and ConneXions™—you can identify and target your highest potential customers and prospects. iMARK's segmentation capabilities offer unparalleled opportunities to build effective customer acquisition and retention programs to implement them at every point of contact throughout your organization.

### Business decisions made easy

iMARK offers decision making capabilities for a range of industry applications. The sophisticated analytical reporting and site selection mapping tools support your business objectives, technology demands, and sales and marketing environments. Here's a glimpse of the industry needs that iMARK serves:

- **Retail, restaurants and real estate:** Enhance your site selection decisions by integrating your own data with Claritas' data across an array of custom and standard geographic levels
- **Financial services:** Precisely group your customers and prospects by lifestyle to best target and promote your financial products and services

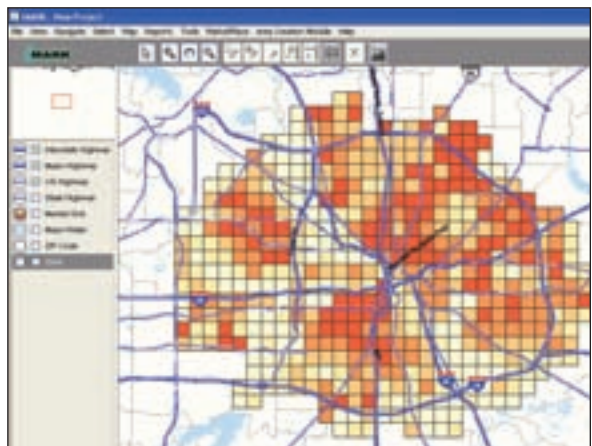


*Use iMARK to identify the ideal location representing the highest potential and the greatest confidence of success.*

- **Communications and energy:** Increase your knowledge and understanding of market opportunities and the competitive landscape of your Service Areas
- **Media and agency:** Discover who your readers and subscribers are, where they live and learn their purchasing behaviors. Identify how your medium covers each advertiser's trade areas
- **Other service, non-profit and government industries:** Determine your contributors or constituency to develop programs that best achieve your objective

### A fully interactive mapping and analytical site selection solution

As a powerful map-centric data querying analysis tool, iMARK allows spatial and report visualization of key information and analysis to aid your decision makers. Its point-and-click mapping makes it simple to select variables, change thematic shading and add legends and titles. Layers, such as demographics, shopping centers and traffic counts, can be added, removed or queried.



*Use iMARK to grid your markets then zero in on potential hot spots.*



### The power of iMARK

iMARK is a powerful solution for making the most knowledgeable decisions about markets, site selection and customers. This comprehensive application seamlessly combines Claritas' respected demographic, consumer demand and business databases with your company's proprietary information for easy-to-use, map-centric access to actionable marketing information.

- **Flexible architecture:** iMARK can be installed on a single workstation or network server (LAN)
- **Simple user interface:** iMARK's map-centric interface is easy to use and accommodates all levels of user sophistication, eliminating the need for extensive training. A web-based system, iMARK Online, is available for more casual users
- **Compatibility:** iMARK's multiple export options allow you to use Claritas and commercial data in other analysis packages
- **Intelligent output:** iMARK delivers customizable reports, executive-level summaries, flexible data exporting and presentation-quality maps—making it your one resource for comprehensive market analyses

- **In-depth analysis:** iMARK is your one-stop solution for market, site selection and customer analysis. iMARK allows you to effectively conduct complex analyses to help:
  - Identify and evaluate potential sites
  - Quantify demand and competitor influence
  - Target and profile customers by lifestyle
  - Develop trade areas that maximize ROI
  - Support marketing and merchandising decisions
  - Grid standard or custom areas to reveal hot spots of opportunity

### iMARK'S unparalleled information resources

iMARK allows complete market data integration so you'll seamlessly integrate your proprietary information with Claritas data and customer segmentation to achieve the most precise targeting results. And, with iMARK, you have immediate access to Claritas' powerful demographics, consumer, market and business data, as well as our leading segmentation systems.

Learn more about the power of market research and develop a marketing strategy with the power of Claritas' marketing software.



Conduct better site selection, customer and marketing analysis with iMARK.  
Call **(800) 234-5973** today for more details or visit **claritas.com**.