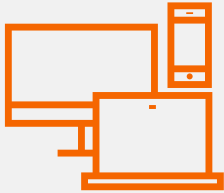
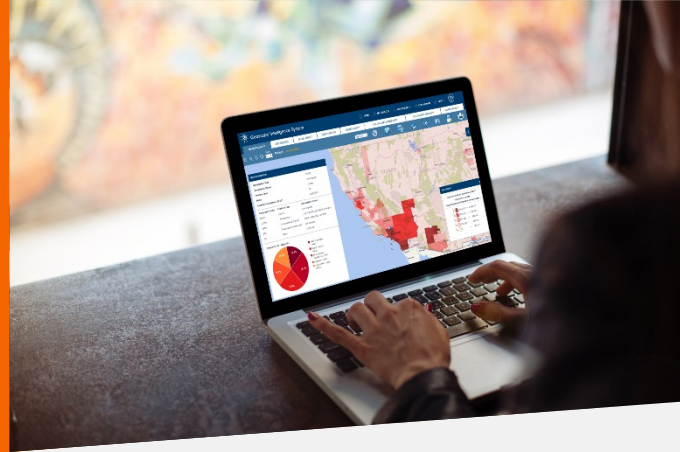


GEOSCAPE® INTELLIGENCE SYSTEM (GIS)

GIS is an online SaaS system designed for business professionals who need quick and easy access to robust data. The agile, intuitive platform delivers a simplified and personalized approach to analytics by empowering users to rapidly extract powerful data and actionable insights for business growth.



FEATURES & BENEFITS

- Retail trade area analysis, market potential reporting and graphing
- Media coverage overlays for residential demographics
- Immediate access to consumer and business lists
- Understand precisely where your target groups are concentrated

Choose from the following GIS modules:

BEHAVIORBASE

Know the “why behind the buy” using BehaviorBase to access powerful data on consumer behavior across dozens of dimensions in local markets or national summary files.

- Rapidly create multi-dimensional tables and graphs showing precisely the characteristics needed to understand and act upon consumer marketing initiatives
- Select from categories such as demographics, lifestyles, media, culture and shopping behavior
- Generate dynamic tables that you can browse online or download into your favorite file formats
- Get striking graphics revealing interesting relationships and insights, such as where certain consumers shop and which radio station these shoppers prefer
- Use filters to focus on the exact target group that will drive the consumer behavior you are searching for

MDX REPORTER

MDx utilizes multi-dimensional database technology to supply you with exactly the data set you need for various levels of geography and across thousands of market and demographic indicators.

- Assess strategic and tactical opportunities
- Point-and-click extraction and data export
- Drill-down technology links geographic layers
- Sharp color graphics enhance understanding and presentations
- Three detailed data resources built-in & available at various levels of geography: American Marketscape DataStream, Consumer Spending Dynamix and BehaviorBase
- Quickly view and export spreadsheets for further analysis

MARKETSCAPE

Smarter Planning. Marketscape enables you to navigate the entire nation from the state to block group level, revealing population patterns through dynamic color-coded maps, data tables, tubular reports and even point-and-click database queries! Export your data directly to Microsoft® Excel® for further analysis.

- Know precisely where your target groups are concentrated and where you should focus your marketing resources

DIRECTARGET®

Smarter targeting. DirecTarget delivers the database enrichment needed to perform segmentation and analysis for more effective customer relationship management (CRM) and direct marketing programs. DirecTarget is the industry leader in accuracy and depth for multicultural database enrichment.

- Append enrichment data such as geographic, demographic, economic, life stage and lifestyle indicators
- Append Geoscape CultureCode® segments for hundreds of racial and ethnic groups
- Compare your customer base to the population in your footprint area

RETAIL TARGET ANALYZER

Retail Target provides insights into the market potential within the trade area of an individual site or your entire chain, using advanced trade area and micro-geographic data aggregation technology. A direct link to List Gateway module enables you to quickly pull prospect counts and lists of potential buyers within the defined trading area for direct marketing promotions.

- Create trade area maps showing market details by various ring sizes or drive-times. PrecisionPoint technology optimizes data aggregation from block groups to ZIP Codes to trade areas
- Choose from non-overlapping, aggregate and overlapping trade areas
- Custom and pre-built reports featuring user-defined "Virtual Indicators"
- Print to .jpg or .pdf formats to insert into documents and make stunning presentations

LIST GATEWAY

Find customers faster. List Gateway gives you immediate access to consumer lists (HomeBase) and business lists (BizBase) through a robust yet streamlined interface, enabling sophisticated counts and extracts — including household and business level cluster groups.

- Select households and consumers based on various powerful criteria including lifestyle, culture, language-use, demographics, economics and neighborhood character
- Select businesses by various powerful indicators like employment, sales revenue, industry segment, ethnicity of principal contact, language preference and many other trade area characteristics
- HomeBase consumer list contains nearly 114MM households and 220MM individual adults with dozens of selection criteria for filters and appends
- BizBase business enterprise and contact database contains over 20MM unique businesses and over 30MM key business contacts

MEDIA TARGET ANALYZER

Smarter buying. Media Target yields the insight needed to ensure your advertising spend reaches the intended audience – via newspaper, television (broadcast and cable) and terrestrial radio. Precise coverage maps enable you to compare residential demographics to media coverage and audience data.

- Reveal the precise coverage of media vehicles and the populations they reach
- Extract coverage demographics into tabular reports and charts
- Choose from over 15,000 radio, 8,000+ TV stations, 2,000+ newspapers, and all the cable TV operators in the country by metropolitan area
- Access Audit Bureau of Circulation (ABC) and Ethnic Print Media Group (EPMG) newspaper circulation data within maps and charts



For more information contact us at:

888.211.9353 or visit **claritas.com**