

MEGA CONFERENCE REVENUE STAGE

USING DATA ANALYTICS & MODELING TO
LOCATE AN ADVERTISER'S BEST CUSTOMERS

STRATEGIC OPPORTUNITIES

- ▶ Apply data analytics, modeling and segmentation to identify the highest value customers and potential customers for your local advertisers.
- ▶ Support their objectives for optimizing marketing investments using more effective targeted marketing solutions
- ▶ Connect buyers and sellers in the local marketplace through a needs assessment > needs fulfillment approach





TOTAL MARKET DATABASE ...

Data enrichment process

TOTAL MARKET DATABASE ELEMENTS

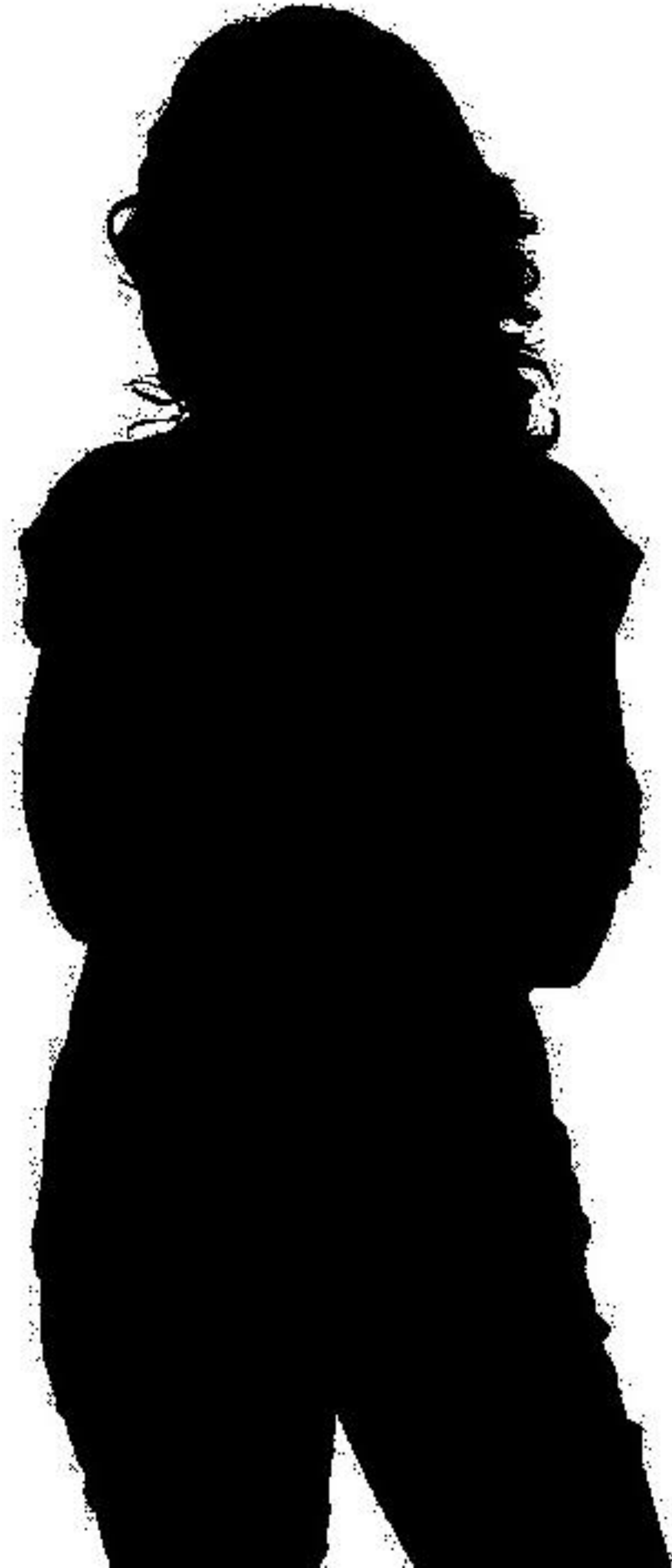
City	Credit Card – Mastercard	Interest – Furniture & Décor	Interest - Snowskiing
Zip Code	Credit Card – VISA	Interest – Gambling	Interest – Sports on TV
Latitude/Longitude	Education – Head of HH	Interest – Gardening	Interest – Stocks and Bonds
Site Registration Status	Gender – Head of HH	Interest – Golf	Interest – Tennis
IP / MAC Address / Device ID	Home Equity	Interest – Gourmet Cooking	Interest – Travel Domestic
Email Record(s)	Home Value	Interest – Grandchildren	Interest – Travel Foreign
Subscription Status	Household Income	Interest – Green Living	Interest – Videogames
Subscription Delivery Type	Interest – Auto Work	Interest – High Tech Living	Interest – Walking
Newsletter Enrollment	Interest – Bicycling	Interest – Home Improvement DIY	Interest – Wildlife
Personicx™ Lifestage	Interest – Boat Owner	Interest – Home PC	Interest – Wines
Personicx™ Segment	Interest – Boating	Interest – House Pets	Language Preference
TGM™ Master Value Score	Interest – Book Reading	Interest – Hunting & Shooting	Length of Residence
TGM™ Master Value Segment	Interest – Camping	Interest – Likely Investor	Mail Order – Buyer
TGM™ Lifestage Segment	Interest – Career	Interest – Military Vet	Mail Order – Donor
Age Range – Adults	Interest – Christian Family	Interest – Moneymaking	Mail Order – Responder
Age Range – Children	Interest – Collectible Arts	Interest – Motorcycling	Marital Status
Auto – New Car Buyer	Interest – Community	Interest – Natural Foods	Number of Adults
Auto – Number of Vehicles	Interest – Contests	Interest – Own Cat	Number of Children
Auto – Vehicle Interest	Interest – Crafts	Interest – Own Dog	Occupation – Head of HH
Channel Preference – Mail	Interest – Culture	Interest – Photography	Owner or Renter
Channel Preference – Online	Interest – Dieting	Interest – Politics	Political Party
Channel Preference – Phone	Interest – Donate to Charities	Interest – Real Estate Investments	Property Type
Child Near Graduation	Interest – Electronics	Interest – Recreational Vehicle	Race Code
Credit Card – AMEX	Interest – Fashion	Interest – Running	Single Parent
Credit Card – Discover	Interest – Fishing	Interest – Science Fiction	Working Woman
Credit Card – Gas or Retail	Interest – Fitness & Exercise	Interest – Self-Improvement	Year Home Built

Ms. Mary Smith

2415 Willow Glen Dr | Colorado Springs, CO | 80920

Sleepy's Furniture & Mattress

Purchased Living Set in July, 2015



ADVERTISER CUSTOMER RECORD...

Raw data asset



...
ADVERTISER
DATA
INTEGRATIO
Data enrichment
process
N

Ms. Mary Smith
2415 Willow Glen Dr | Colorado Springs, CO | 80920
Sleepy's Furniture & Mattress
Purchased Living Set in July, 2015



Female - 44
years of age

Total household
income +\$150,000

11B - Fortunes & Families
Personicx lifestage segment

Homeowner
since 2006

Married with
3 children

Purchased furniture
and mattress in 2015

Masters degree
education

Registered online as
msmith74@gmail.com

Enrolled in Sleepy's
promotional emails

Interested in
Foreign Travel

Interest in furniture
& home decorating

Available home
equity +\$200,000

AMEX Platinum
card holder

Indexes high for
contest participation

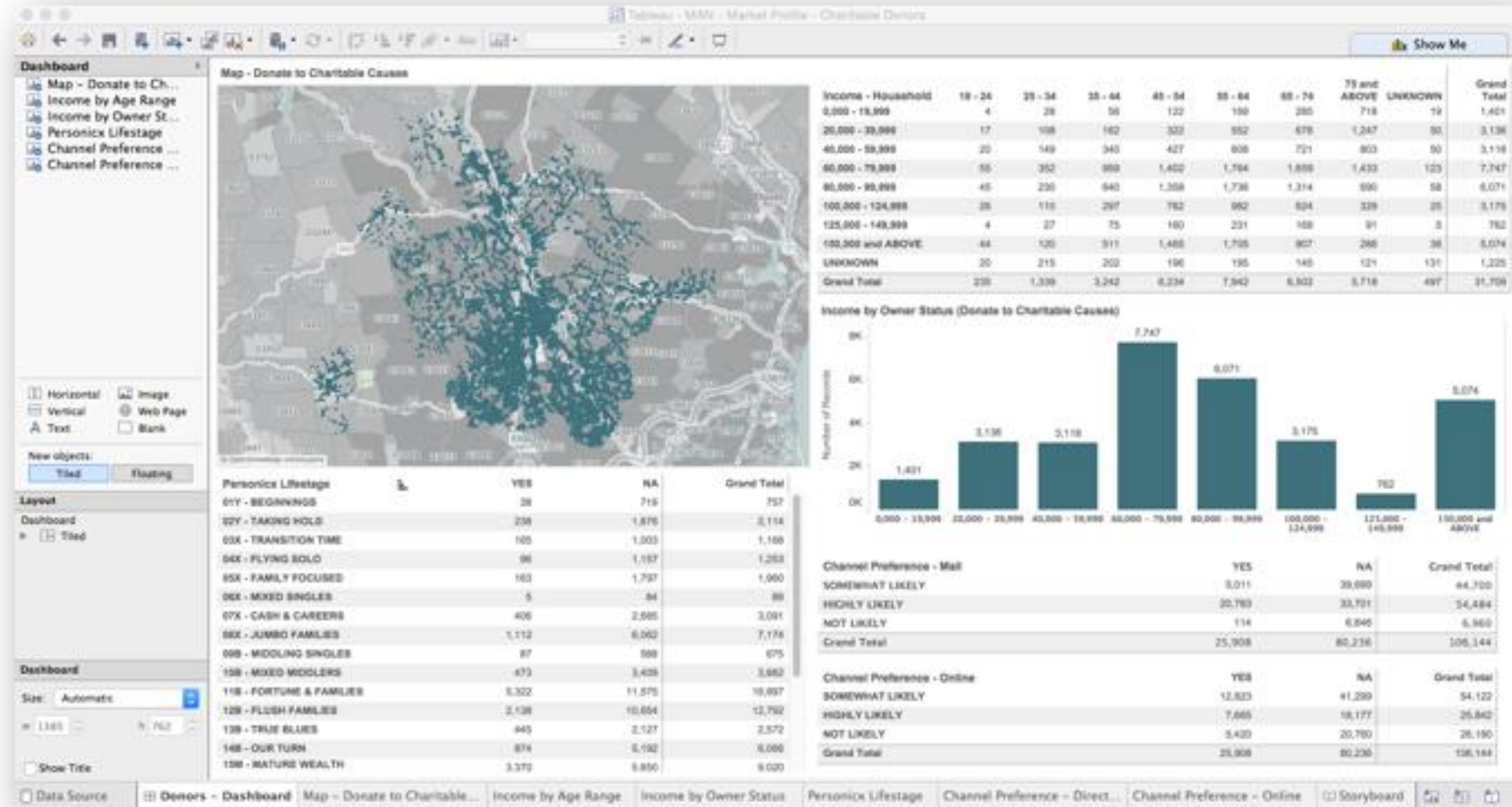
Mail order buyer
prefers direct mail

Has spent \$2,923
at Sleepy's since
December, 2013

... A STRATEGIC CUSTOMER ASSET

Enriched customer
record

EXAMPLE: FURNITURE & DECORATING PROSPECTS IN COLORADO SPRINGS



TARGET MARKET ANALYSIS

Needs Assessment

“..because of our ability to analyze, identify and reach high-value potential customers, we have been able to direct marketing investments toward those optimal customer segments using the right mix of channels.”

Department Store Retailer, Bucks County, PA

Bill Dietz, Jr

Strategic Solutions Consultant