

DATA SHEET

AnySite® Australia

Segmentation Plug-in v2.0

FIND AND TARGET CUSTOMERS THROUGH LOCATION INTELLIGENT CONSUMER LIFESTYLE SEGMENTATION APPLICATIONS.



Summary

AnySite® Segmentation Plug-in helps you understand:

- Where your best customers live
- Which customer segments are most profitable
- Where to find more of your target customers
- How to estimate market potential
- How to prioritise markets and which areas are best for expansion

Benefits

- Find, profile and understand the identity and location of your customers
- Determine which customer segments are most valuable
- Discover where to find more potential target customer groups
- Identify which store locations are most similar to a proposed location
- Recognise markets that are underperforming relative to their potential

OVERVIEW

Pitney Bowes Business Insight's AnySite Segmentation Plug-in takes predictive analytics to a higher degree of sophistication, allowing you to extract even more value from your business data and on-the-ground presence. It provides the capability of performing customer profiling and spatial analysis to better understand both the identity of your customers and their key behavioural preferences. By quantifying customers in this manner, AnySite enables organisations to have better knowledge around their customers, store network and community, to be more efficient in acquisition, retention and service delivery strategies.

The Segmentation Plug-in is an optional add-on module for AnySite Australia – a leading decision support tool for leaders in retail, real estate, telecommunications, financial services and the public sector.

Beyond Census

Segmentation provides a way to discriminate between customers and communities that may look similar demographically, but behave differently. Demographics alone do not explain lifestyle, purchase behaviours or product preferences. Segmentation attempts to answer the who, the what and the where questions related to customers and markets. Who are my best customers? What are their lifestyle and product preferences? Where can I find high concentrations of these types of customers?

Support of a Wide Range of Profiling Methods

The Segmentation Plug-in offers users a number of methods to define the customer or market segment make-up. A customer profile can be used if you have access to customer data, such as the case of a bank or retailer with a loyalty card. This can help determine your customer make-up for comparison against a geographic index. Alternatively, if you know less about your customers, the market or trade area, profiling is useful to compare potential markets or trade areas to those of your existing markets and locations to better evaluate potential.

Finding Your Most Valuable Customers

The AnySite Segmentation Plug-in lets you filter clusters to highlight your best and worst customer segments. You can remove unstable clusters and clusters whose sample size/count is too low. Once you have selected a profile, the Segmentation Plug-in supports thematic rendering for the following profile results: Estimated Customer Population, Effective Population, Penetration Index, Volume Index and Estimated Demand. If you wish to change the comparison profiles, you can do so quickly and easily.

AnySite® Australia

Segmentation Plug-in v2.0

Results from the Segmentation Plug-in are readily available for further analysis within AnySite. For, example the profile results can be used to automate the generation of trade areas.

Furthermore, the module's standard reports can be quickly modified to display information in the format you prefer. Alternatively, you can easily create new reports.

Sister Store Correlation

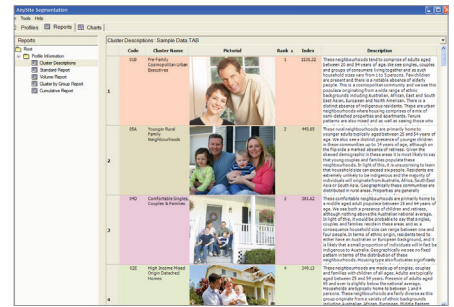
Sister store correlation functionality enables users to create trade areas around sister stores, append the data they may have for each store (such as store sales, year opened, number of competitors, etc.) and then correlate potential sites against the sister stores (with similar characteristics such as density class, market or maturity).

The ability to correlate or find "analogs" between existing and proposed store trade areas makes it easier to identify and predict the sales potential and likely merchandising mix for new locations.

Data Support

The Segmentation Plug-in has been designed to consume a variety of geo-demographic segmentation models. In Australia, the Segmentation Plug-in currently utilises the CAMEO Australia geo-demographic segmentation system. This is in tandem with specialised capabilities within AnySite to provide users with the ultimate analytical tool for customer, community profiling and market analytics.

CAMEO goes beyond demographics, incorporating consumer behaviour which provides valuable insight into your customers, communities and markets. This insight translates into better site location, community, merchandising and marketing strategies. The CAMEO classification system segments billions of consumers in over 30 markets worldwide. Each classification has been built at the lowest geographical level available using national census, geographic registers and other complimentary data to provide systems for profiling, analysis and targeting.



The AnySite Segmentation Plug-in helps users to understand who their best customers are and their lifestyle preferences.



The Game Plan Chart is useful for analysing a customer base because it shows which clusters outperform others and which clusters have the bulk of customers.

Profile the Globe

Working alongside the CAMEO country classifications, the CAMEO International system helps you take a single global view of your customer base. The CAMEO International system reflects a clustering of the CAMEO data for individual countries, each of which is assigned an International code of 1 to 25 categories based on affluence and lifestyle.

CAMEO International enables you to profile all of your customers with a single classification system, regardless of their nationality. This means that once you profile your customers in the domestic market, that same profile can be used to identify your best prospects in any other country, ultimately helping you to enter new markets and find the most profitable prospects in new places.

TO LEARN MORE ABOUT THE ANYSITE SEGMENTATION PLUG-IN, VISIT WWW.PBINSIGHT.COM.AU OR CALL +61.2.9437.6255.

ASIA-PACIFIC/AUSTRALIA

Level 7
1 Elizabeth Plaza
North Sydney NSW 2060
+61.2.9437.6255

pbbi.australia@pb.com
pbbi.singapore@pb.com
pbbi.china@pb.com
www.pbinsight.com.au

UNITED STATES

One Global View
Troy, NY 12180-8399
+1.800.327.8627

pbbi.sales@pb.com
www.pbinsight.com

CANADA

26 Wellington Street East
Suite 500
Toronto, ON M5E 1S2
+1.800.327.8627

pbbi.canada.sales@pb.com
www.pbinsight.ca

EUROPE/UNITED KINGDOM

Minton Place
Victoria Street
Windsor, Berkshire SL4 1EG
+44.1753.848200

pbbi.europe@pb.com
www.pbinsight.co.uk

