



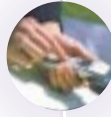
MapInfo®  
*MapInsight™*

THE MARKET ANALYSIS  
SOLUTION FOR CRM



knowingwhere  
is just the beginning™

[www.mapinfo.com](http://www.mapinfo.com)



# Add Location Intelligence to Your CRM Initiatives

## **BUSINESSES COMMITTED TO FINDING, SERVING AND GROWING**

customers through Customer Relationship Management (CRM) strategies can use location information to gain a competitive advantage. A customer's location is a springboard to a wealth of other information—buying patterns, demographic and lifestyle information, competitor locations, and much more that can help you make smarter marketing decisions.

MapInfo® MapInsight™ helps you leverage the customer data you have collected over the years.

With *MapInsight*, you can add demographic capabilities to databases, enabling you to rank the value of customers in any geographic area, target the best areas for business expansion, and identify cross-sell and up-sell opportunities among your current customers. All with the help of location information.

## **How MapInsight is Used**

### **■ TELECOMMUNICATIONS**

*A telecommunications service provider is determining the number of target residential and business customers in the wire centers they serve. MapInsight easily aggregates demographic data to the specialized wire center boundaries that are crucial to the company's business. The service provider can also quickly analyze custom areas such as Digital Subscriber Line (DSL) coverage zones.*

### **■ REAL ESTATE**

*A real estate firm offers MapInsight to its brokers via an Internet portal. Brokers come online and instantly analyze the consumer and business demographics around any location, and create reports and maps for prospective buyers who need a clear picture of the neighborhood they are considering investing in.*

### **■ RETAIL DOT-COM**

*A retailer uses MapInsight to create cluster profiles of customers and visitors on their web site. Then they compare and contrast profiles and buying history to determine what type of customers will purchase what type of products—a tough question to answer, but not with MapInsight as your solution.*

### **■ FINANCIAL SERVICES**

*Using MapInsight, a bank analyzes the demographics of market areas considered for expansion and compares these to demographic profiles of their own customer database. By making the comparison, marketers can determine how many potential customers there are in each area. They can choose not only the best areas to expand, but also know which products and services will be most successful.*



QUICKLY AND EASILY PROFILE CUSTOMERS AND LOCATIONS TO DETERMINE MARKET POTENTIAL FOR PRODUCTS AND SERVICES.

## Three MapInsight Functions Help Improve Marketing Decisions

MapInsight helps you gain valuable marketing intelligence from your databases and puts actionable information into the hands of marketing and sales professionals who need it.

1

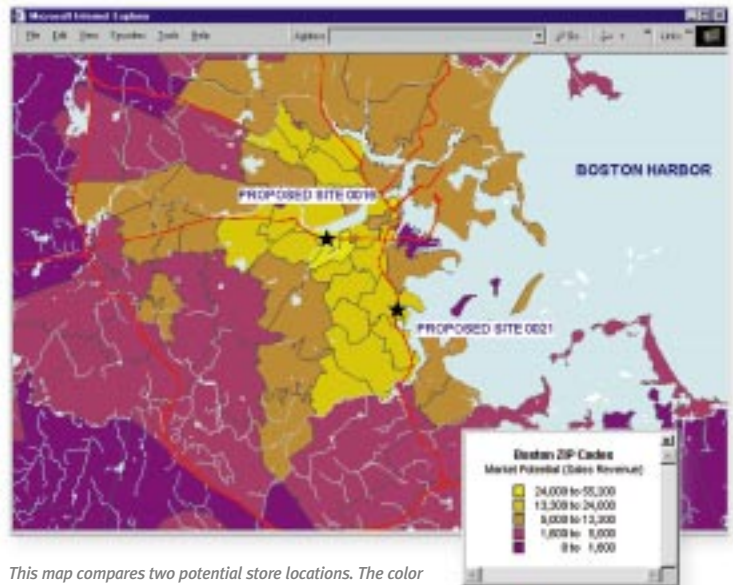
Estimate the demographics of any geographic region. Use either standard geographic areas such as Counties or ZIP Codes, or specialized and custom areas such as telecommunications wire centers, drive time areas, sales territories or trade zones. Discover population, buying habits, age, income, business types and more that can add intelligence to your decision making.

2

Profile customers using PSYTE™ lifestyle codes from Equifax, a leader in consumer data collection. Or rank geographic areas according to customer potential. In either case, you can view reports and maps that clearly isolate your best and worst customers and markets in terms of potential or performance.

3

Determine the market potential of any customer, site, product or service by comparing demographic profiles. You can correlate different customer profiles to identify up-sell and cross-sell opportunities. You can compare one potential store location to another and understand the maximum potential of each. The result is more focused, more relevant, more effective marketing.



This map compares two potential store locations. The color shading on the map shows potential sales and helps a business make the right site location decision.

Rank	Area	Median Value	Customer Name
1	Milpitas, CA	\$401,740	South La Brea Total
2	San Mateo, CA	\$390,449	Class Jones Ln
3	San Francisco, CA	\$308,681	Tibeta
4	Santa Clara, CA	\$271,896	Citrus Delaney Simpson
5	Santa Barbara, CA	\$252,119	Fireport Edison Baker Sapp
6	Orange, CA	\$251,557	Whittier
7	Visalia, CA	\$227,887	Salton
8	Alhambra, CA	\$227,081	Rodriguez Whittier LeBain
9	Monterey, CA	\$226,521	Wyckoff
10	Contra Costa, CA	\$206,881	Harts

This report ranks counties according to median home value, and identifies the number of customers in each rank. It is used to better understand who customers are and to find other areas with strong customer potential.

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**MAPINSIGHT**

- ▶ **ADDS DEMOGRAPHIC MARKETING CAPABILITY TO ORACLE8i™ SPATIAL.**
- ▶ **STORES AND MANAGES ALL DEMOGRAPHIC AND MAP DATA BY ADDING SPECIFIC FUNCTIONS TO ORACLE.**
- ▶ **AUTOMATICALLY SUMMARIZES BLOCK GROUP-LEVEL MARKETING AND CUSTOMER DATA TO ANY AREA.**
- ▶ **ALLOWS USERS TO AGGREGATE, SORT, RANK AND PROFILE CUSTOMERS AND MARKETING DATA.**
- ▶ **OFFERS CAPABILITIES TO CREATE PROSPECT LISTS BASED ON MARKET POTENTIAL AND UP-SELL POSSIBILITIES.**
- ▶ **DEPLOYS BROADLY TO MARKETERS AND SALES AGENTS IN THE FIELD VIA A BROWSER.**
- ▶ **SCALES WITH ORACLE AND OFFERS MULTI-THREADED PERFORMANCE.**
- ▶ **SEAMLESSLY INTEGRATES WITH OTHER MAPINFO TECHNOLOGIES FOR FLEXIBLE AND ROBUST APPLICATION DEVELOPMENT.**

Learn more about *MapInsight*. Contact a MapInfo Representative at 1.800.327.8627 or visit [www.mapinfo.com/mapinsight](http://www.mapinfo.com/mapinsight).

**SPECIFICATIONS**

**ORACLE**

- Oracle8i Enterprise Edition 8.1.6
- Oracle8i Spatial 8.1.6

**OPERATING SYSTEM**

- Microsoft Windows NT® 4.0
- Sun® Solaris 2.6
- Any Oracle supported platform

