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.

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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.
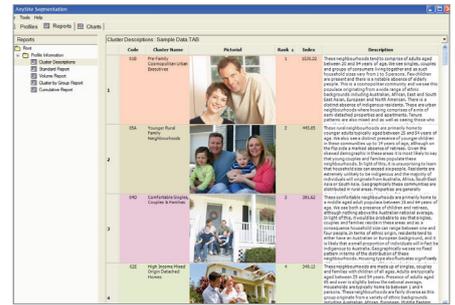

The AnySite Segmentation Plug-in helps users to understand who their best customers are and their lifestyle preferences.

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.
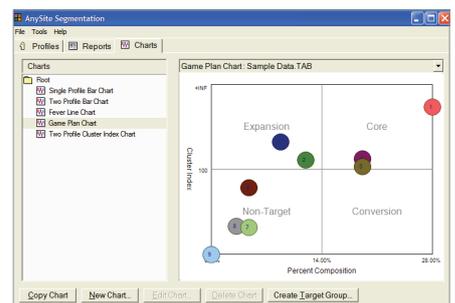
Data Support

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 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 lifestage.

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.

Pitney Bowes
Business Insight

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