

DATA SHEET

MapInfo Business Points Australia

KNOWLEDGE OF THE COMMERCIAL AND COMPETITIVE LANDSCAPES IS CRITICAL TO YOUR FINANCIAL SUCCESS.



Summary

MapInfo Business Points Australia is a comprehensive business database containing geographic points of business locations in Australia, and corresponding information about those businesses. The database contains approximately 500,000 unique business listings throughout Australia offering unparalleled commercial marketing information.

Benefits

- Understand the characteristics of your best customer.
- Find prospects that possess the characteristics of your best customer.
- Personalise marketing initiatives that pique prospect interest.
- Recognise and retain profitable customers.
- Determine customer lifetime value.
- Strengthen customer relationships.
- Increase share of wallet.
- Recognise customers at risk of attrition.
- Understand the threat of competition.

OVERVIEW

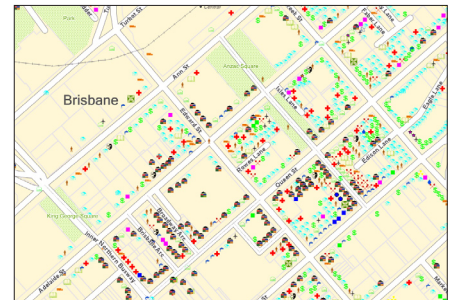
Do you answer 'yes' to any of these?

Do you require a more educated and better informed means to make certain location based decisions? Do you want to understand more about your current customers? Do you want to find more prospects based on your current customer profiles? Do you want to better understand your competition? Do you want to increase your market wallet share? If the answer to any of these is "yes" – you need MapInfo Business Points Australia to complement your current spatial data. Pitney Bowes Business Insight offers a portfolio of data products to help build the foundation for your customer and information management solutions and target marketing initiatives to the very best possible prospects. MapInfo Business Points Australia is one of the products that makes up our comprehensive portfolio.

In B2B direct marketing, the ability to access a comprehensive list of businesses specific to your target industry sectors is invaluable. MapInfo Business Points Australia meets this need. Extensive database coverage allows you to target prospects appropriate to the scope of your campaign.

In conjunction with your own customer data, MapInfo Business Points Australia allows you to market to prospects in a better, faster, more targeted and efficient way.

Using science to identify the characteristics of your best customers and those prospects with similar traits enables you to immediately apply that knowledge to list selection, maximising response and acquisition opportunities.



MapInfo Business Points Australia overlapping StreetPro Australia over the city of Brisbane.

Applications

The application of MapInfo Business Points Australia can assist you to:

- Understand the characteristics of your best customers.
- Find prospects that look like those best customers.
- Develop intelligent marketing programs that send the right message to the right prospect at the right time – and through the right channel.
- Personalise marketing initiatives to maximise prospect interest.
- Improve deliverability, raise response rates and achieve your desired ROI.

MapInfo Business Points Australia

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PITNEY BOWES BUSINESS INSIGHT

With the industry's most comprehensive set of solutions for maximising the value of customer data, Pitney Bowes Business Insight helps organisations more effectively locate, connect with and communicate to their customers in today's global markets.



- Target specific markets from SOHOs (Small Office/Home Offices) to multi-site corporations.
- Customise a targeted list of prospects specific to your marketing plan for more effective campaign execution.
- Scientifically identify prospects whose firmographic profiles match those of your best customers.
- Visualise your customer base, then analyse and better understand your prospect market.
- Enhance and complement your existing database, appending additional information on existing business customers.

Why Pitney Bowes Business Insight?

Database performance depends upon the relevance and currency of the data within it. While the accuracy of other databases may decline, the precision and reach of MapInfo Business Points Australia grows steadily due to the relevance of the attributes available, and the multiple data collection channels utilised. For unparalleled coverage and accuracy, trained data researchers verify information via multiple channels.

There is no substitute for telephone research however, and much of the information you need for more effective campaign management is captured by conducting in-depth, privacy compliant interviews.

Ongoing tele-research involves more than 250,000 interviews each year, ensuring the availability of new prospects every three months.

COMPANY_KEY:	6017616
COMPANY_NAME:	Cartridge World
ADDRESS_LINE_1:	Shop 8A 1118 Oxley Rd
ADDRESS_LINE_2:	
ADDRESS_LINE_3:	
SUBURB:	OXLEY
STATE:	QLD
POSTCODE:	4075
X_COORD:	152.9786200
Y_COORD:	-27.5604700
ANZSIC1_DIVISION:	C
ANZSIC1:	2412
ANZSIC_2006_DIVISION:	C
ANZSIC_2006:	1611
HEADOFFICE_FLAG:	B
SOHO_INDICATOR:	
MULTI_SITE_FLAG:	Y
CHAIN_ID:	C-C-CART
NOOFEMP:	3
EMP_CODE:	A
SIZE_INDICATOR:	S
NO_OF_EMPLOYEES_TOTAL:	51-100
GEORESULT:	S8HPNTSCZG

An example of The MapInfo Business Points data information toolbox.

Data Available in MapInfo Business Points Australia

- Business Name
- Address
- Postcode
- Industry or Main Activity e.g. Australia Industry Codes (ANZSIC) code or the more extensive 'nature of business' directory headings.
- Site Information – Head Office, Branch, SOHO, Franchise.
- Business Size – SOHO, Medium, Large.
- Multi-Site Identifier – Linking Records For Franchise Analysis.
- Geographic Location – Fully Geocoded Location.

SPECIFICATIONS

Geographic Coverage: Australia; Territories	Source: Axiom Australia Pty Limited	Installation: Local Installation (Single User)
Coordinate System: GDA94	Unit of Sale: Australia; State; Industry	Network Installation (Shared by Multiple Users)
Updates: Quarterly		