## LOCATION INTELLIGENCE SOLUTIONS FOR MEDIA

**MapInfo provides media companies with the location intelligence they need to better understand their customers and markets.**

# OUTDOOR ADVERTISING

MapInfo location intelligence solutions help outdoor media companies to better track inventory and to serve their advertising clients by providing them with a way to match their inventory to each advertiser's campaign needs—whether their client is looking to target a particular demographic, daytime population density, lifestyle segment or volume of traffic.

Using MapInfo, the outdoor media company also has a means to provide its advertising clients with presentation quality maps and reports that convincingly demonstrate how the media company's locations are ideally suited to meet the advertiser's campaign goals.

The ability to link inventory data, from ODBC compliant charting systems, quickly identifies all outdoor locations and those that are available for a client campaign. Outdoor media companies can quickly display their available inventory within a geographic region, zooming in to greater detail and clicking on individual locations to display information associated with that property (for example a photo, street address, inventory number and contract details). Inventory can be thematically mapped to show which locations are available.

Visual impact and "ground truth" can also be added to presentations by including aerial imagery.

Advertisers can be shown how their outdoor media placement precisely targets desired demographics, lifestyle clusters, traffic volumes, daytime populations or other key variables—along with tabular reports detailing market statistics.
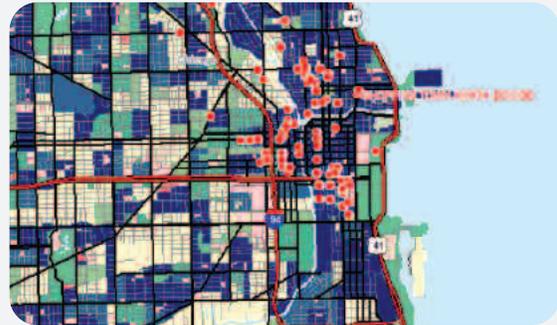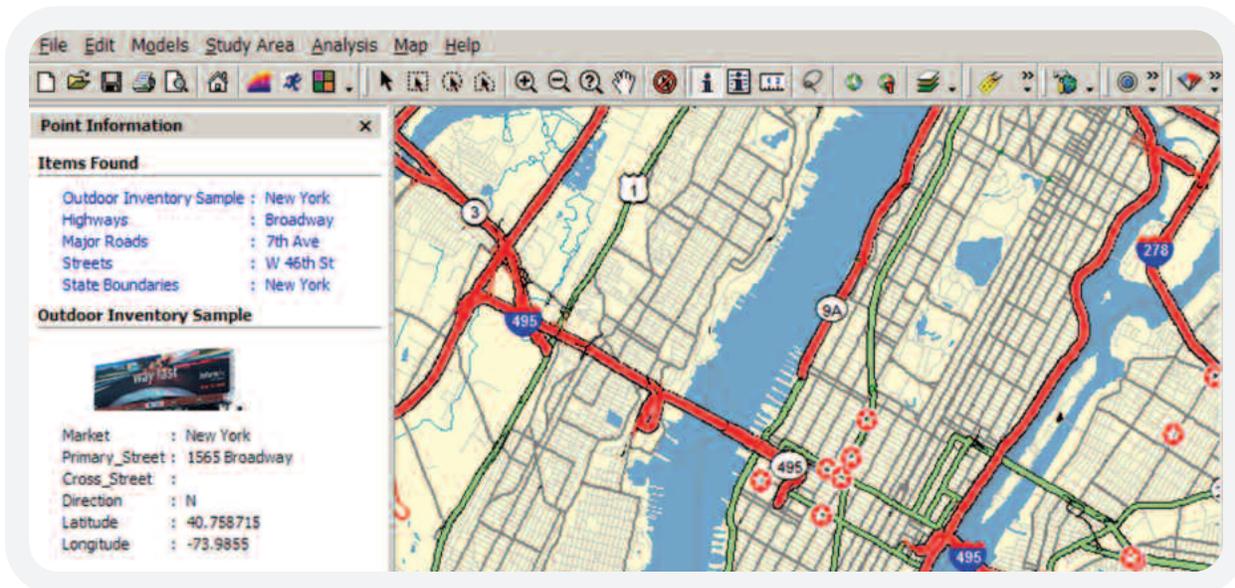


This map shows an inventory of available billboard locations overlaid on a thematic map showing the densities of daytime population.



This map of billboard locations is overlaid on aerial imagery to add "ground truth" and visual impact.



This report shows the area demographics around an outdoor advertising location in 1, 3 and 5 mile rings.

This example shows available billboard locations, with detail on a particular location shown in the summary report on the left.

## BROADCAST MEDIA

MapInfo location intelligence solutions help broadcast media companies to analyze consumer media preferences, identify market potential and to enhance sales presentations to advertisers.

**Analyze Consumer Media Preferences** – Use the PSYTE® Advantage segmentation system to profile television viewers and radio listeners based on demographic and lifestyle characteristics. These profiles can then be used by the broadcaster to demonstrate to potential advertisers that their target customers can best be reached through the broadcaster's specific media vehicle.

**Identify New Market Opportunities** – the viewer/listener profile can be used to identify areas of under-penetrated market potential—geographic regions where there are prospective viewers/listeners with profiles that match the demographic and lifestyle characteristics of your best viewers/ listeners. These regions can then be targeted with marketing and promotions to increase viewership/listenership.

**Increase Sales Effectiveness** – Presentation quality reports and maps of the broadcaster's market and viewers/ listeners can be used by the sales force to create more compelling presentations to drive increased sales to

advertisers. In order to analyze consumer media preferences, identify new market opportunities, and increase sales effectiveness, broadcasters rely on MapInfo location intelligence.
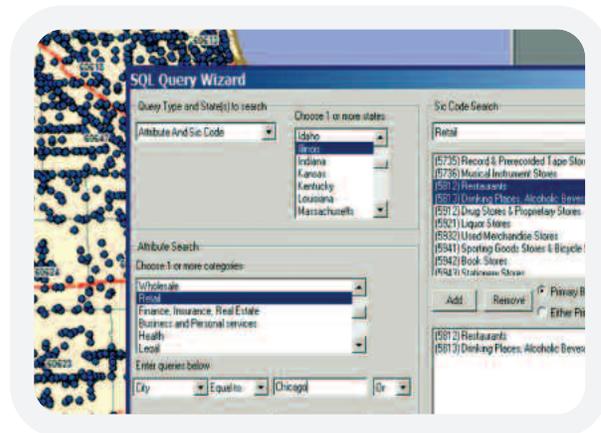


MapInfo business data is a valuable resource for media companies looking to identify potential sales prospects—providing name, address, SIC code, employee size and sales volume for both the business location and parent company, ownership structure and more.

# PRINT MEDIA

Newspapers and magazines rely on MapInfo to help them increase circulation and advertising sales as well as optimize distribution.

## CIRCULATION

Circulation departments use location intelligence to retain and attract new subscribers. Circulation managers can develop profiles of their subscribers to better understand "who" their customers are, "what" their consumption preferences are, and "how" they spend their free time.

The circulation department can profile its best customers and determine which segments demonstrate a high propensity to subscribe to the publication, then literally map out areas where there are concentrations of high value clusters that the company has under-penetrated. These areas of high untapped potential can be precisely targeted through subscriber acquisition campaigns.

## DISTRIBUTION & SALES

Distribution can use location intelligence to better identify areas of opportunity.

MapInfo business data provides the name, address, SIC code, sales volume, number of employees and ownership structures for businesses. This information helps sales to:

- Analyze trade areas, zip codes and sales regions to identify areas of opportunity
- Identify competitive threats for the publication, and its advertisers
- Assign sales territories
- Generate new sales leads

Location intelligence can also help to identify new opportunities for distribution to better tap areas of identified potential, optimize coverage and even to more efficiently route drivers (ex. re-distribute driver coverage in the event a driver is unable to do her route).

## ADVERTISING

Advertising and market research departments can use location intelligence to provide the sales force with demographic, geographic, and business information they can use to make more effective presentations to advertising customers and to identify new sales prospects.

Newspapers and magazines use location intelligence to provide advertisers with estimates of market potential/demand for their products in specific regions and to profile their advertisers' customers in order to:

- Demonstrate to the advertiser that the publication's circulation will effectively reach customer segments that are similar to those that have been productive for the advertiser in the past; and
- Help the advertiser formulate a more effective media plan, which helps to ensure that the advertiser's campaign will be successful.

## LEVERAGING YOUR EXISTING BUSINESS INTELLIGENCE SYSTEMS

MapInfo location intelligence capabilities are ideally suited for integration into enterprise business intelligence applications, such as those of MicroStrategy or Business Objects.

Providing business users with a new way to analyze and visualize their business data yields powerful new insights that can help to drive more effective and profitable business decisions across the media organization.

## USE WEB SERVICES TO BETTER MEET THE NEEDS OF YOUR CUSTOMERS

MapInfo's location intelligence technology is open standards compliant, so it integrates seamlessly with existing business infrastructure and IT environment— making it ideally suited for deploying web services.

Location capabilities such as address validation/ geocoding, routing, "find-the-nearest", mapping, drive times and location finding can be integrated into existing business processes or incorporated into new applications.

IT departments can centralize location intelligence technology, while decentralizing its benefits and capabilities to business users throughout the organization (eliminating the common problems of "islands of GIS" – varied location software applications deployed in business silos throughout the organization).

Media companies often deploy web services in external self-service applications for their readers (ex. providing a map, driving directions or routing for a classified ads reader looking to visit advertisers) or advertisers (ex. providing reports on market demographics and the newspaper's free standing insert distribution relative to an advertiser's stores).

THE FOLLOWING ARE SOME EXAMPLES OF THE TYPES OF REPORTS* THAT MAPINFO CAN HELP MEDIA COMPANIES CREATE TO IDENTIFY AND SECURE ADVERTISING CUSTOMERS:

**Demographic Trend Reports** – contain 2000, current year and five year projections for demographics within a requested region.

**Retail Sales Potential Summary Reports** – consumer expenditure data for desired retail categories within a specified region (ex. automotive products).

**Market Potential for Product** – ranks selected markets by their potential to produce results for a specific product.

**Profile Ranking by Target Group Index** – enables the ranking of different lifestyle and/or media profiles to determine which have the highest appeal to your target group.

**Postal Carrier Route Maps** – help advertisers target their media buys geographically by carrier route or other geographic region (ex. along major highways).

**Customer ZIP Distribution Maps** – shows advertisers' current and recommended ZIP code coverage for their preprint distribution, and enables advertisers to target distribution to match store sales, identify areas of opportunity to increase sales and to strategically plan distribution relative to where competitors are located.

**Radius/Drivetime Maps** – show mileage rings and/or driving distance isochromes for store locations.

**Presentation Quality Graphics and Reports** – MapInfo reports and maps show the geographic context of analyses by displaying the values in themed colors and patterns, which creates a strong visual impact on advertising clients. The reports can also be output in digital file formats that can be easily imported into other applications as needed for further processing.

*Licensing restrictions apply to the types of content and data that media companies may distribute/disclose to third parties.*

*Please consult with your MapInfo representative for details.*

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