

THE GATEWAY TO INTELLIGENT MARKETING



 **Geoscape**[®]
INTELLIGENCE SYSTEM
Europe Edition



The GIS provides an array of **powerful market intelligence functions** in a **simple-to-use** web browser interface. The various functions offered online by subscription can be made available individually or together.

A wealth of up-to-date market data is immediately accessible via four distinct modules in the form of maps, charts and dynamic reports, which you can print or export into your spreadsheet.

Typical uses of the GIS

- Strategic Planning
- Retail Site Selection
- Distribution Optimization
- Data Mining, Enrichment and Analysis
- Direct Mail and Telemarketing
- Advertising / Media Planning
- Benchmarking Market Penetration & Growth
- Segmenting Customers and Points of Sale

Benefits & Advantages

- GIS Europe provides detailed geo-demographic, retail and consumer data for more than 40 European countries
- Upload your own data for any geography level and use in maps, in trade area analysis, and reports
- Display and analyse up to 4 different user-defined display points at one time (e.g.: customers, stores, competitors, partners) in the Retail Target Module
- Cross-border analysis for multinational applications
- Understand where your best target groups are located
- Measure market potential from country down to neighborhood and postcode level
- Display data in dynamic, color-coded maps
- Analyse information with drill-down reporting module
- Ensure your marketing and business investments are properly targeted for maximum ROI
- Add information to your consumer list and make them mappable
- User-friendly interface enables quick learning and spontaneous use within your web browser

To **subscribe** call: +31 (0) 20 820 1900
or browse to <http://gis4.geoscape.eu>

The GIS data and functions are accessible through a user-friendly interface with tabs representing each module. Some of the main features are highlighted in this section. Best of all, the power of the GIS is accessible to anyone familiar with personal computers and mid-level analysis skills. Additional functions and data are added regularly - all you need to do is launch your browser and login, no installation required.



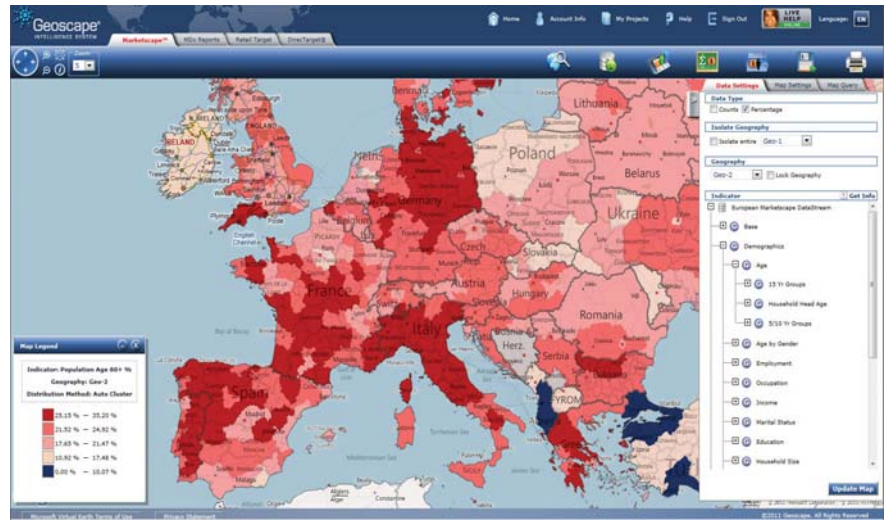
01. MARKETSCOPE™

Marketscope™ enables you to navigate 40 European countries from country level down to neighborhood level and postcode level, revealing population patterns through color-coded maps, data tables and even point-and-click database queries! Export your data directly to MS Excel for further review and analysis.

FEATURES & BENEFITS

- Know precisely where your target groups are concentrated.
- Navigate Europe and understand where your company should focus its marketing resources.
- Online dynamic mapping and tabular reports with one mouse click.
- Pre-formatted colorized maps from country level to neighborhood level and postcode level.
- Search Quick-Zoom for fast navigation to areas of interest.
- Upload your own data and use in maps & reports
- Enhanced map printing and exporting capabilities.

Geo-demographic mapping from macro to micro levels of geography!



02. MDx REPORTS



MDx utilizes advanced multi-dimensional database technology to supply you with the exact data set you need for various levels of geography and across thousands of market and demographic indicators, with just a few clicks of your mouse.

FEATURES & BENEFITS

- Assess strategic and tactical opportunities.
- Rapidly browse huge volumes of data organized by category and geography.
- Point-and-click extraction and data export.
- Drill-down technology links geographic layers.
- Sharp color graphics enhance understanding and presentations.
- Extract precisely the data you need, when you need it.

Quickly view, drill-down and pop data into your spreadsheet for further analysis.



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03. RETAIL TARGET

Retail Target empowers you to understand the market potential within the trade area of an individual site or your entire chain using advanced trade area and micro-geographic data aggregation technology.

FEATURES & BENEFITS

- Enter one site at a time or upload your entire chain!
- Create trade area maps showing detailed situations in various ring sizes or drive-times.
- Display and analysis of up to 4 different user-defined points at one time allows you to compare trade areas against competitors, partners and more.
- PrecisionPoint™ technology optimizes data aggregation from postcode to neighborhood to trade areas.
- Choose from non-overlapping, aggregate and overlapping trade areas.
- Print or export to .jpg or .pdf formats for inserting into documents and make stunning presentations!



Perform precision trade area analysis, demographic reporting and graphing.

04. DIRECTARGET®

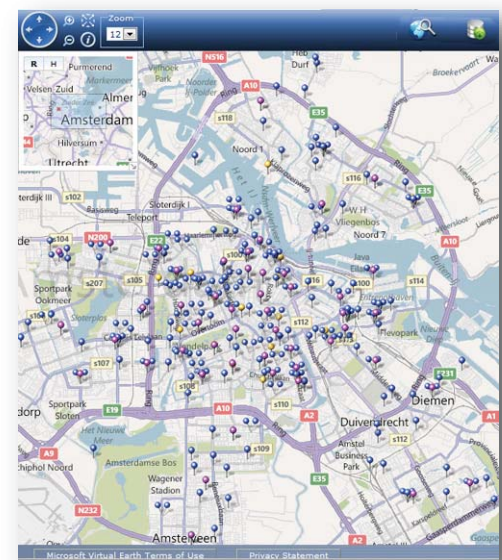


DirectTarget® delivers the database enrichment needed to perform geo-coding which leads to more effective customer relationship management (CRM) and direct marketing programs.

FEATURES & BENEFITS

- Quickly standardize and clean address databases to maximize delivery and minimize mail costs.
- Append latitude/longitude to data file.
- Upload files for rapid processing of results.
- By using DirectTarget®, in conjunction with other GIS modules, compare your customer base to the population in the same geographic areas, revealing key differences via easy-to-read charts and tables.

ID	Address	Latitude	Longitude	Other Fields
1	Primera, Van der Laan	51.17183	4.63888	...
2	Primera, Tulp	51.17183	4.63888	...
3	Primera, Tulp	51.17183	4.63888	...
4	Primera, Tulp	51.17183	4.63888	...
5	Primera, Tulp	51.17183	4.63888	...
6	Primera, Tulp	51.17183	4.63888	...
7	Primera, Tulp	51.17183	4.63888	...
8	Primera, Tulp	51.17183	4.63888	...
9	Primera, Tulp	51.17183	4.63888	...
10	Primera, Tulp	51.17183	4.63888	...
11	Primera, Tulp	51.17183	4.63888	...
12	Primera, Tulp	51.17183	4.63888	...
13	Primera, Tulp	51.17183	4.63888	...
14	Primera, Tulp	51.17183	4.63888	...
15	Primera, Tulp	51.17183	4.63888	...
16	Primera, Tulp	51.17183	4.63888	...
17	Primera, Tulp	51.17183	4.63888	...
18	Primera, Tulp	51.17183	4.63888	...
19	Primera, Tulp	51.17183	4.63888	...



Geo-code your customer information file to reveal powerful insights that lead to enhanced business outcomes.

ACCURATE AND IN-DEPTH DATA **FUELS GIS**

Data from countries down to neighborhood level and postcode level in all of Europe. A wide variety of other market data is also available. The data is designed to match the business requirements of today's advanced marketing professional.

Consumer Spending Dynamix™

Geoscape data on consumer spending quantifies the expenditure of European consumers on certain groups of goods or services e.g. clothing or accommodation services.

Retail Spending Dynamix™

Retail spending relates to the proportion of Purchasing Power of a certain area's population that is available for spending in retail.

Purchasing Power

Purchasing Power describes the disposable income (income without taxes and social security contributions, including received transfer payments) of a certain area's populations.

Socio-Demographics

The Geoscape Socio-demographics™ comprehend the latest population and household figures, the classification of the population by age and sex, as well as the number of unemployed persons.

SUBSCRIBE TODAY!

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The Geoscape Intelligence System or **GIS** is a new suite of powerful online modules to help organizations achieve **significant business growth**.

Developed over 15 years of providing organizations with geomarketing solutions, our clients include **Fortune-1000 companies** in retail, real estate, consumer packaged goods, financial services, telecommunications, automotive, leisure and health care. Benefit from the GIS to create competitive advantages for business development, marketing and distribution.

Whether you are in the early stages of a strategic marketing assessment endeavour or need to enhance a database, the GIS can help you rapidly master powerful data points that help you ensure your business endeavours pay big dividends. Rich with geodemographic, point of sale, household and business data, the GIS will become your go-to site for **maximizing your return on investment**. The GIS provides an array of **powerful market intelligence functions** in a simple-to-use web browser interface.

Developing a smart pan-European business plan becomes quicker and more efficient with the help of the GIS. The GIS is loaded with detailed consumer and population data points at multiple levels of geography across 40 European countries which are seamlessly integrated into a friendly browser-based internet application. The GIS offers marketing and distribution professionals the insights needed to succeed in today's competitive environment. For the first time in history, demographic, economic and retail analytics across the entire region and across bordering countries becomes easy for non-technical professionals.

The **GIS helps professionals** across industries meet some of the **most formidable challenges** in their workday.

FOR EXAMPLE:

- **Health Insurance providers** can predict where to augment their provider network and ensure that services are available in a demographically and culturally sensitive manner and ensure patients are aware of the service availability.
- **Telecommunications businesses** can understand their client base and specifically target those who are most likely to adopt their wireless, broadband or wire-line services.
- **Retailers** can identify locations for their future sites, determine which outlets should stock certain specialty products and target specific households.
- **Consumer Goods producers** can assess the potential for their products and identify points of sale that should stock them.
- **Financial Services professionals** can measure the level of demand available for various types of services within branch trade areas or anywhere in Europe and increase marketing efficiencies through targeting.
- **Automotive marketers** can better manage dealer networks or determine which customers will buy cars and auto parts within dealer trade areas.