

CASE STUDY

# The Martin Agency

"PITNEY BOWES MAPINFO'S CUSTOMER SEGMENTATION SYSTEM COMBINES THE BEST LOCATION INTELLIGENT CLUSTERING METHODS, TECHNIQUES AND ALGORITHMS."

Warren Foster, Vice President of Research, The Martin Agency

LOCATION INTELLIGENCE HELPS THE MARTIN AGENCY, ONE OF THE LARGEST ADVERTISING AGENCIES IN THE U.S., BEST REACH ITS CUSTOMERS' TARGET MARKETS.



## Challenge

Rather than making decisions based on old assumptions or gut feelings, The Martin Agency needed location intelligence solutions in order to gain the most value from its clients' data. They needed to base important business decisions on reliable research and in-depth analysis.

## Solution

Pitney Bowes MapInfo's location intelligence data and software enables The Martin Agency to tie into national consumer databases, helping uncover the lifestyles and purchasing behaviors of its clients' target customers to pinpoint where and through which medium they should advertise.

## SUMMARY

The Martin Agency is an advertising agency based in Richmond, Virginia that is best known for its tourism campaign and catchphrase "Virginia is for Lovers", and its Gecko mascot and cavemen ads for GEICO insurance. Ranked by Advertising Age as the number three U.S. agency brand in 2008, The Martin Agency reports billings of \$600,000,000.

The Martin Agency has a long history working with geodemographic research and location intelligence technology to advise clients on where to advertise and through which medium. The agency's relationship with Pitney Bowes MapInfo began when it was pitching the business of a well-known luxury automobile manufacturer and needed to upgrade its existing GIS system with one that offered sophisticated mapping capabilities and comprehensive data offerings. The Martin Agency began implementing a combination of Pitney Bowes MapInfo's location intelligence data and software solutions, including MapInfo Professional®, the flagship desktop mapping application, and PSYTE® U.S. Advantage, a neighborhood segmentation system.

While the research and analysis these solutions provide are utilized across The Martin Agency, they are used primarily on a day-to-day basis by the media planning and direct response departments. Location intelligence plays a key role in developing media plans for clients and the demographic

and psychographic information provided by PSYTE, which profiles lifestyle and consumer habits in 72 "cluster" groups. These tools help The Martin Agency paint a picture of a client's best customers.

Using MapInfo Professional, the agency can then map out where these target customers live and which new markets they should tap into to find more of them. This analysis enables the media department to prioritize markets and determine the weight of advertising, which results in the most advertising dollars being spent in the most profitable markets. The direct response department also uses this valuable insight into demographics and consumer potential to define delivery zones and more effectively target direct mail, rather than blanketing a wide region.

## RESULT

In addition to helping The Martin Agency pinpoint the most profitable markets for advertising, Pitney Bowes MapInfo provides the agency with the tools to advise clients on how they can create new business models and expand on their current customer base. For example, The Martin Agency was recently tasked with recommending to a nationwide auto insurance company whether or not to expand beyond its typical customer—responsible drivers with families—and target the over 60-year-old and 18-24 year old demographic segments. With the help of Pitney Bowes MapInfo, The Martin Agency

## “PSYTE U.S. ADVANTAGE HELPS US IDENTIFY, MAP AND EFFECTIVELY REACH OUR CUSTOMERS’ TARGET MARKETS.”

Warren Foster, Vice President of Research, The Martin Agency

### UNITED STATES

One Global View  
Troy, NY 12180-8399

main: 518.285.6000  
1.800.327.8627  
fax: 518.285.6070

sales@mapinfo.com  
www.mapinfo.com

### CANADA

26 Wellington Street East  
Suite 500  
Toronto, Ontario  
M5E 1S2

main: 416.594.5200  
fax: 416.594.5201

canada.sales@mapinfo.com  
www.mapinfo.ca

was able to see what share each segment represented of its client's business, which ended up being more than was originally thought. The agency then put each segment into PSYTE clusters, mapped out where large groups of them live, work and play, and developed media plans on how the client could best reach them.

The PSYTE cluster data is also compatible with psychographic information from the Mediemark Research and Intelligence (MRI), which provides data on consumers' specific buying patterns, enabling The Martin Agency to develop successful media plans that go beyond race and gender and consider consumer attitudes and opinions. For example, the agency can access not only which areas of the country buy the most automobiles, but the specific type of car and brand, providing valuable consumer insight. As a result, The Martin Agency has the research and figures to back up its recommendations to clients.

The sophisticated mapping capabilities of MapInfo Professional enable The Martin Agency to illustrate and communicate its research and analysis to clients. Rather than depicting numbers on a spreadsheet, The Martin Agency generates colorful and descriptive maps that can show the client exactly where their “sweet spot” customers live and how then can maximize advertising to target untapped markets. The client is able to clearly see how they can be more competitive and cost-efficient with their advertising initiatives.

The Martin Agency is constantly uncovering new areas where implementing Pitney Bowes MapInfo location intelligence solutions can give the agency a competitive edge by enabling it to service its clients better. For example, the agency is one of the first to offer “data fusion,” a process available through a partnership between MRI and Nielsen Media Research. Data fusion merges valuable data from both sources into a single source and determines television station ratings. The Martin Agency uses this insight to identify highly defined targets based on more than just gender and age and advise clients to buy television advertising in those specific markets. Since the agency often uses the PSYTE clusters to define target customers, The Martin Agency plans to integrate this demographic and psychographic information into the data fusion process, enabling it to define TV ratings even more specifically to best reach its client's target audience.

Location intelligence also comes into play when The Martin Agency is trying to win new business. “Prospective clients want to know what our capabilities are over other advertising agencies,” says

Warren Foster, Vice President of research at The Martin Agency. “They ask us what we know about their business and category and Pitney Bowes MapInfo location intelligence plays an important role in helping us become more knowledgeable about our clients, their competitors and their industries.”

## THE PITNEY BOWES MAPINFO ADVANTAGE

Location intelligence helps The Martin Agency provide their clients with market planning and optimization strategies and uses the same tools to develop their own business strategies for winning new business. Pitney Bowes MapInfo provides the necessary software and data to analyze markets and media reach for greater profitability and cost-savings. With these valuable tools, The Martin Agency identifies a client's “best customers” or even their own, by analyzing lifestyle, media and purchasing habits. This insight enables the agency to determine the advertising medium and editorial content that best conveys the client's message to more effectively reach targeted customers.

