

DATA SHEET

# AnySite® Segmentation Plug-in

## Version 2.0

SEGMENTATION 2.0 ADDS A NEW DIMENSION TO CUSTOMER PROFILING AND ANALYTICS FOR SITE SELECTION, MERCHANDISING, AND TARGET MARKETING.



### Summary

Version 2.0 of the AnySite Segmentation Plug-in provides powerful new capabilities for customer profiling, reporting, and trade area analytics.

- Sister Store Correlation functionality
- Target Group Index Reporting
- Market Potential Reporting
- Support of Neighborhood Coverage Areas

### Benefits

- Identify “who” your best customers are
- Define “how” to reach them most effectively
- Locate “where” your customers are concentrated
- Recognize which existing stores are most like a prospective site
- Discover high-potential markets
- Create target groups more easily

### OVERVIEW

The Segmentation Plug-in is an optional add-on module for the AnySite® desktop platform. In the US and Canada, the Segmentation plug-in utilizes the PSYTE® Advantage neighborhood segmentation system in tandem with specialized capabilities within AnySite to provide users with the ultimate analytical tool for customer profiling and market analytics. In the UK, the Segmentation Plug-in system currently supports both ATOMICube® and CAMEO™ from EuroDirect.

PSYTE goes beyond demographics, incorporating consumer lifestyle, media preference, and purchasing behavior data. This added information provides valuable insights into your customers and markets that can be translated into better site location, merchandising and marketing strategies:

- Prioritize which new store locations and markets to invest in first
- Determine how customers are distributed within a trade area or market
- Discover high-potential gaps in existing store networks
- Identify which existing store locations are most similar to a proposed location
- Understand where best to advertise in order to reach target customer segments and which messaging and imagery would be most appropriate for the target audience

- Identify cross-sell opportunities
- Launch more targeted marketing campaigns to increase response rates and cut costs
- Recognize stores or markets that are under-performing relative to their potential,
- Identify where the best customers are located and how far they are from a store in the network
- Develop store cluster types with associated merchandising profiles

### New in Segmentation Plug-in Version 2.0

#### 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 helps to make it easier to identify and predict the sales potential and likely merchandising mix for new locations.



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## Target Group Index Reporting

A Target Group Index report ranks a collection of profiles according to how they index against a specified Target Group. Typically a Target Group system is defined to segment the clusters into four main groupings: Core, Expansion, Conversion and Not-Target. The application is designed to support user control of the number of target groups that get created and the naming conversion.

## Market Potential Reporting

This report helps you rank geographies according to a profile criterion. Typically you would select many geographies to compare against a single profile. The report includes the following for each of the geographies:

**Potential**—The Market Potential; the number of potential customers.

**Base Count**—The base count is the total number of a demographic within that geographic area. This is usually households, adults, or total population.

**Market Potential Index (MPI)**—A value for monetary statistics.

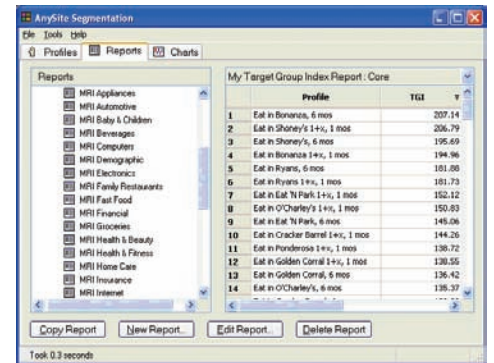
The profile you select is examined on a cluster by cluster basis, and the penetration is computed for each cluster (potential count divided by base count). These penetration rates are then applied against the count for the clusters in a geography.



My New Sister Store Report: 41641: 5 Minute Drive Time

Profile	Rank	Order Correlation	Total Sales	Customers	Density	Class	Market
1 2314 - 1. Super Urban: 2.00 minut	0.79505**	\$1,112	18	1		Any City	
2 2345 - 1. Super Urban: 2.00 minut	0.74645**	\$622	11	1		Any City	
3 297 - 1. Super Urban: 2.00 minut	0.71561**	\$1,380	26	1		Any City	
4 2332 - 1. Super Urban: 2.00 minut	0.71071**	\$1,535	22	1		Any City	
5 2394 - 1. Super Urban: 2.00 minut	0.69963**	\$465	9	1		Any City	
6 1300 - 1. Super Urban: 2.00 minut	0.69326**	\$3,702	75	1		Any City	
7 608 - 3. Light Urban: 3.00 minutes	0.68427**	\$174,661	2,893	3		Any City	
8 1328 - 2. Urban: 3.00 minutes	0.65949**	\$1,822	39	2		Any City	
9 2346 - 2. Urban: 3.00 minutes	0.65899**	\$1,567	24	2		Any City	
10 1299 - 2. Urban: 3.00 minutes	0.65817**	\$2,345	39	2		Any City	

This Sister Store Correlation study includes 5 minute drive-time trade areas for 9 major malls, showing their correlation with a proposed location.



In this report example the Core Target Group for this profile likes to dine at Bonanza and Shoney's—notice the especially high Target Group Index's (TGI).

## Support of Neighborhood Coverage Areas

A Neighborhood Coverage Area is the collection of block groups that contains at least one record from your customer data. This collection of block groups then becomes the Customer Universe that the Profile being created will be compared to.

## Specifications

Country	Cluster Systems
US	PSYTE® Advantage
Canada	PSYTE® Advantage
United Kingdom	ATOMICube®, CAMEO™ UK
International	CAMEO™ International (32 countries)

Other Segmentation systems can be supported as dictated by demand. Service fees will be charged to load cluster systems other than the ones cited above.