



## **Geographic Market Mapping - visually understand where to target new prospects**

There are many ways to use the information contained within your customer database to help you optimize your marketing initiatives. Your customers can be segmented by their lifetime value and by their usage patterns. This information can be used to help refine your customer retention efforts as well as provide insight that can be used to target your best prospective new customers.

Knowing who your existing customers are helps you search for new customers who fit the same profile. The major list providers have long offered a tremendous depth of knowledge with regard to the demographic and behavioral characteristics of most consumers. Mailmark has close relationships with these list providers and, in fact, sits on Experian's List Link Advisory Board.

Understanding the profile of your best customers and having the ability to target new prospects that are just like them is very powerful. Knowing exactly where to focus your efforts, and which geographic barriers can impede your success can provide the final link to a successful customer acquisition initiative.

Geographic Market Mapping solutions give you a unique visual representation of your local market penetration, helping you understand which neighborhoods contain your best prospects, and which freeways, rivers, lakes and other geographic barriers effectively define your primary trade area.

Simply targeting new prospects that fit the profile

of your best existing customers within a radius of your location does not account for such geographic boundaries. What if a three-mile radius brings in addresses from across a river where the nearest bridge is five miles away? Geographic market mapping can help close the knowledge gaps in your customer acquisition efforts by visually showing where the areas of opportunity lie. You can even see where your competitors are located.

Market mapping can also be used to help you analyze possible sites for new locations and study response data based on geography and demographics.

When coupled with the latest advancements in direct marketing such as Mailmark's new iGen3 digital print capability, Market Mapping can add new power to your marketing initiatives.

Many of us are visual by nature and prefer to look at information presented graphically. Market Mapping can be an important ingredient in the success of your marketing efforts. Let others do the research needed to help you get the biggest bang for your marketing buck.

## ***Mailmark Gets Personal!***

Soon, you'll have the ability to completely customize and personalize your direct marketing initiatives with variable content in full color. Mailmark's new variable data printing capability gives you two sided full color 1 to 1 personalization.

To learn more, call Mailmark toll free today: **(800) 334-8983**.