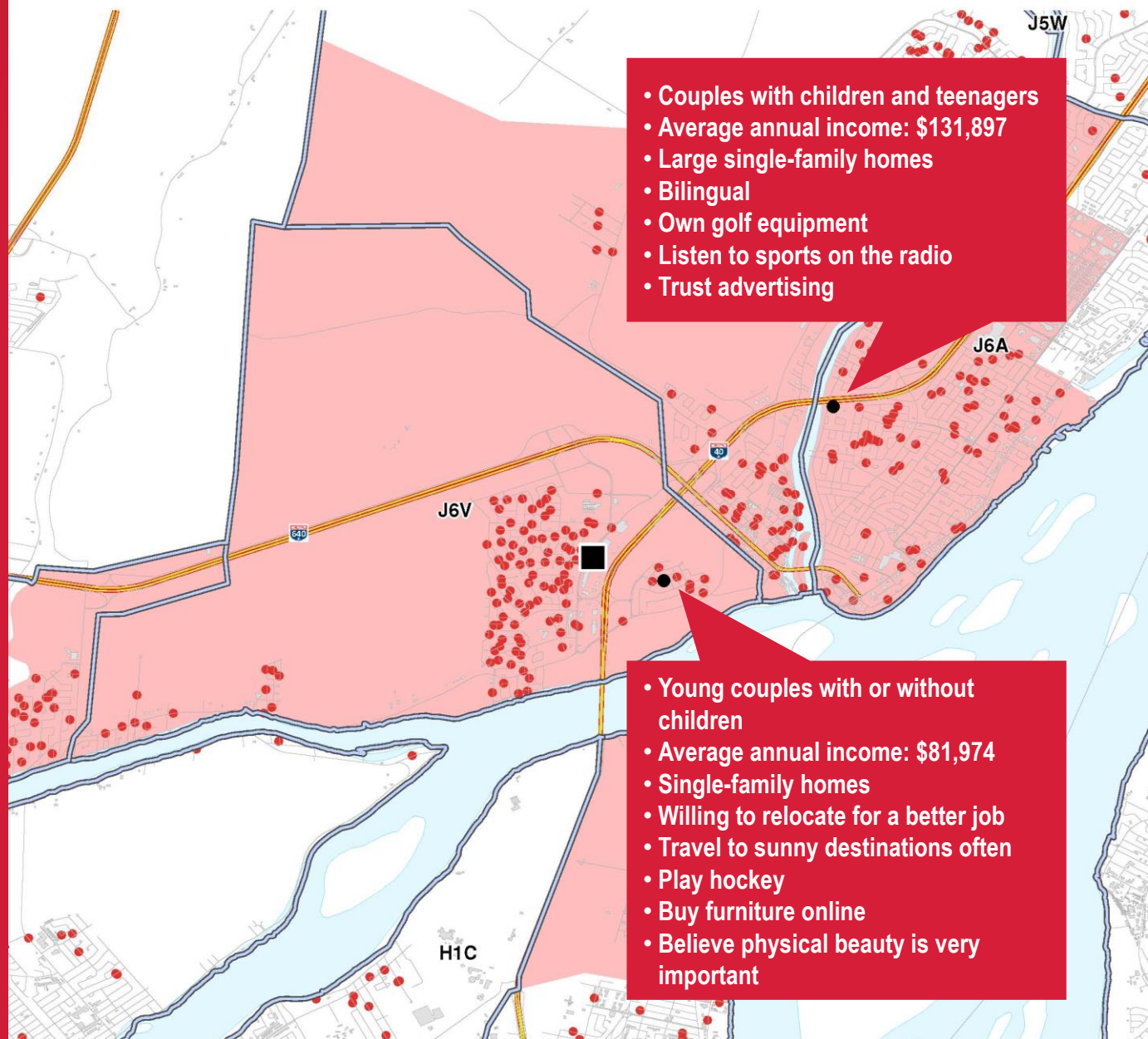


CUSTOMER PROFILE



Help you get to know your customer base so you can target your marketing strategies more efficiently.

CUSTOMER PROFILE

THIS ANALYSIS HELPS YOU DRAW A COMPREHENSIVE OVERVIEW OF ANY EXISTING CUSTOMER BASE USING YOUR OWN DATA OR MARKET DATA.

Built using customer **postal codes** (gathered at check-out, through credit card purchases or loyalty programs, etc.), profiles include relevant statistics linked to:

socio-demographic characteristics (baseline analysis) / consumer habits / lifestyle / media profile / segmentation

Identifying the characteristics of your customers enables you to:

- Efficiently target: so you save money reaching them
- Look for the same profile in neighbouring areas: to expand your market or to start operating in new ones
- Find out their media profile so you know what channel to use when approaching them
- Divide them into segments