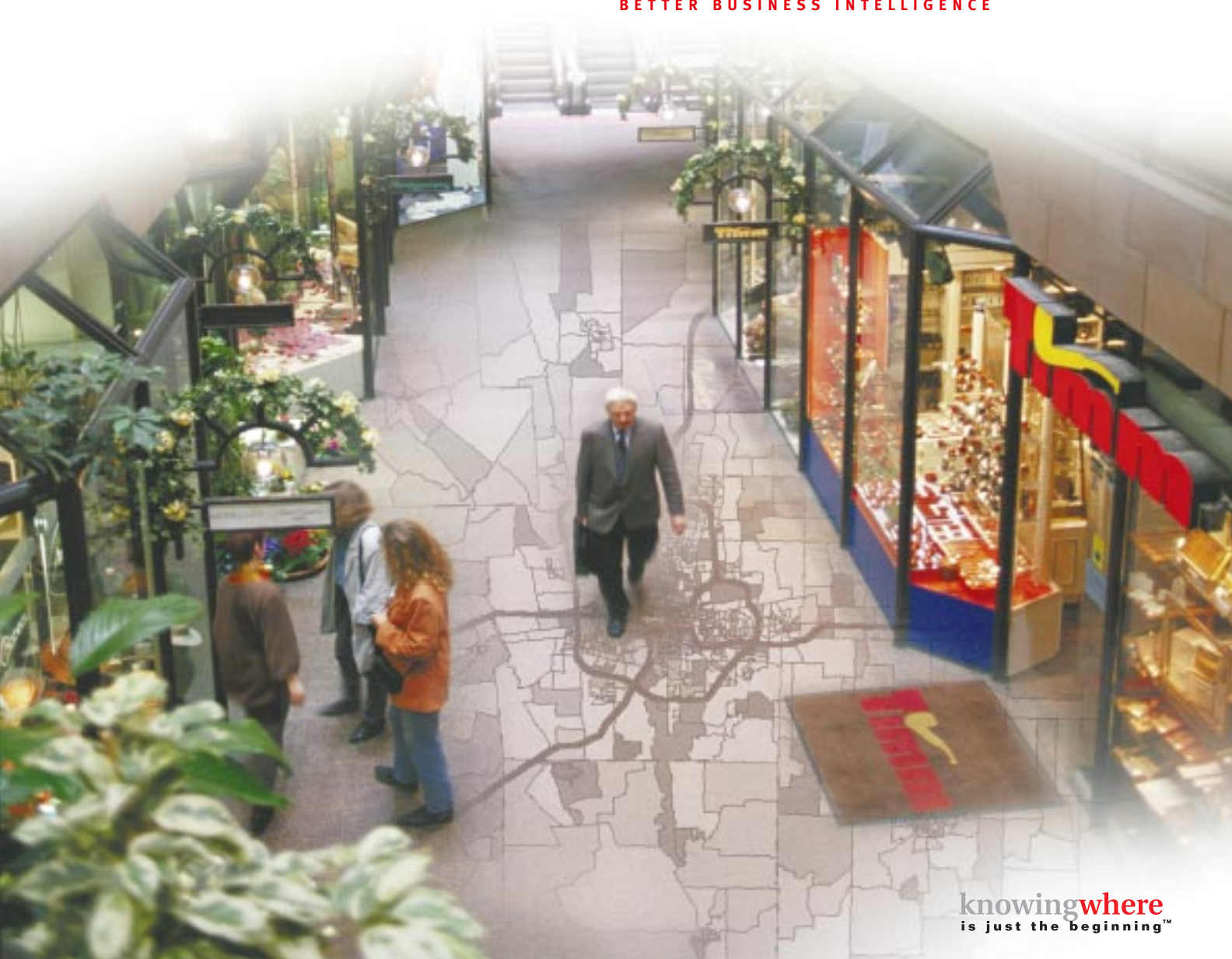




MapInfo®
TargetPro®

THE SMARTER, FASTER SEGMENTATION
AND ANALYSIS SOLUTION FOR
BETTER BUSINESS INTELLIGENCE



knowingwhere
is just the beginning™

www.mapinfo.com



Gain Critical Insight into Customers and Markets

EXPERIENCE THE FULL POWER OF MAPINFO® TARGETPRO™

This is the superior segmentation and analysis solution you've been waiting for—built for speed, easy to use, ready to meet your needs now, and grow with you for the future. *TargetPro* delivers better business intelligence...critical geographic insight into your markets, your customers, and your competition...and a serious advantage to you and your business.

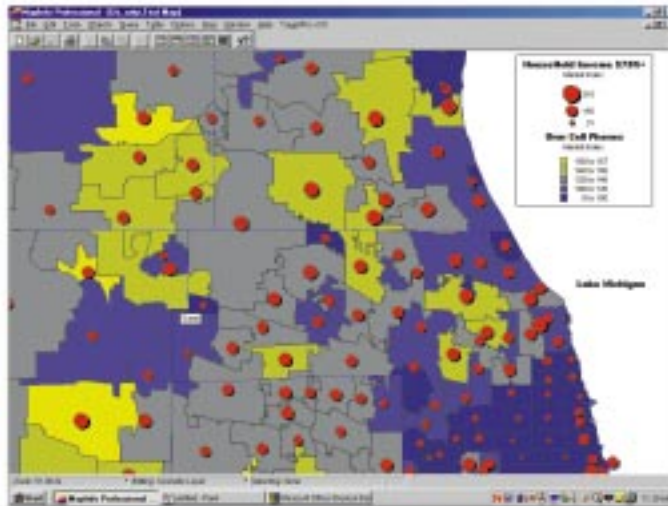
ONLY TARGETPRO OFFERS:

- ▶ INSTANT ANALYSIS OF YOUR CUSTOMER DATABASES TO DETERMINE DEMOGRAPHIC PROFILES AND MARKET POTENTIAL OF ANY PRODUCT LINE IN ANY GEOGRAPHIC AREA.
- ▶ CUSTOM DEMOGRAPHIC REPORTS IN A VARIETY OF OUTPUTS INCLUDING MAPS, HTML REPORTS, AND EXCEL SPREADSHEETS.
- ▶ EASY INTEGRATION OF ANY STANDARD OR CUSTOM GEOGRAPHIC BOUNDARIES FOR ANALYSIS.
- ▶ FULL COMPATIBILITY WITH MAPINFO MAPPING PRODUCTS, SUCH AS MAPINFO® PROFESSIONAL® AND MAPINFO® MAPXTREME® FOR INSTANT VISUALIZATION AND ANALYSIS OF DATA ON THE DESKTOP OR OVER THE INTERNET.
- ▶ DATA COMPRESSION THAT LETS YOU WORK FROM A SINGLE CD-ROM, PROVIDING YOU FLEXIBILITY AND CONVENIENCE.



QUICKLY ANALYZE THE DEMOGRAPHICS OF ANY GEOGRAPHIC AREA TO MAKE BETTER MARKETING DECISIONS.

TargetPro Applications



MapInfo
TargetPro

Cell Phone Market Penetration

Field Description (Bold shows sort order)

(1) **\$\$\$75,000+**

(2) Telephony: Cellular phone use last 12 mo.

Zipcode	1	2
48422 Florence	289	132
48725 Oak Brook	280	132
48401 Olympia Fields	259	130
48365 Saginaw	256	135
48080 Lake Shore	256	140
48040 Libertyville	283	147
48340 Saginaw	253	146
48115 Grand Chute	252	154
48060 Palm Park	286	147
48130 Western Springs	258	131
48047 Lake Zurich	248	141

TargetPro analysis results can be instantly displayed in MapInfo Professional. This map shows market indexes for cell phone ownership (color shading by ZIP Code) and household income over \$75K. The accompanying report ranks ZIP Codes by income and phone use. This analysis can be used to help target market a new service or plan network expansion.

CUSTOMER MARKET ANALYSIS

Who is purchasing what products? When, why and where are they buying? What types of products are they buying online? Now that you've determined your customer profiles, where can you find others just like them?

STORE MARKET ANALYSIS

Where are your stores in relation to your customers—and your competition? Which products sell best where? How can you anticipate inventory needs? What kind of results are you getting from various forms of advertising?

SITE SELECTION

How can you tap into hot, emerging markets? Which regions offer the perfect demographic “fit” for your products? How can you strategically place new stores to divert customers from your competition? How can you determine if a new location is a boom or a bust—before you pour the foundation?

Now with U.S. Census 2000 Data



CREATE PROFILES OF YOUR CUSTOMERS — THEN TARGET
KEY MARKETS TO FIND MORE JUST LIKE THEM.

Fast, Easy, Accurate Nothing Can Compare

Compare *TargetPro* to any other segmentation solution and you'll soon realize—nothing compares to *TargetPro*. What makes it better? Better technology. The best data. A unique emphasis on your needs. The perfect combination of functionality and flexibility.

TargetPro offers two modules—Demographic Analyzer and Cluster Analyzer—to put the full power of segmentation analysis at your fingertips.

Demographic Analyzer

Perform quick and accurate demographic analysis of any geographic area. Instantly spot trends and patterns important to your marketing decisions. Custom reports, maps and spreadsheets can be easily created and shared throughout your entire organization.

Cluster Analyzer

Now any marketing professional can easily profile their customers. Find out who your customers are, where they live, what they like to do. You can create ranking reports that compare all customers to your best customers, or all stores to your best stores. You'll win by making better marketing decisions.

TargetPro Offers Big Advantages

■ FASTER THAN ANYTHING

TargetPro's powerful, intuitive query engine lets you instantly analyze customer databases and target geographic regions to determine demographic profiles or market potential. It crunches numbers, performs analysis, and delivers results faster than any other segmentation solution—without sacrificing accuracy.

■ INCREDIBLY FLEXIBLE

Perform analysis across any US geographic area—either standard or custom-defined by you. Access, output and present your results in a wide variety of formats. And it's easy to customize reports with logos, waterfonts, graphics and more.

■ THE MOST ACCURATE

The best segmentation engine is only as good as its data. Which is why we plug the industry's most accurate and reliable data into *TargetPro*—including top-quality data from Compusearch and MRI.

■ BRILLIANT DESIGN

A unique wizard-like interface makes it easy, even for non-technical users, to make full use of *TargetPro*. You'll even have *TargetPro* up and running quickly and easily—one hour or less.

■ FULLY COMPATIBLE

TargetPro is fully compatible with the entire suite of MapInfo products. It's ready to expand easily with added functionality and data sets. As your needs adapt and grow, so will *TargetPro*.

US CELLULAR | EXPANDING MARKETS

US Cellular, a wireless communications and Internet Service Provider, used TargetPro to expand beyond its North Carolina market—and move more aggressively into the wireless business. The company had purchased licenses to provide wireless service in five new markets, but needed to determine which ones to target first. Using TargetPro, US Cellular was able to cluster existing customers according to demographic data... determine its best customers...and then identify similar clusters in each of the new markets. The areas with the highest concentration of prime-profile customers were the ideal markets to tap first.

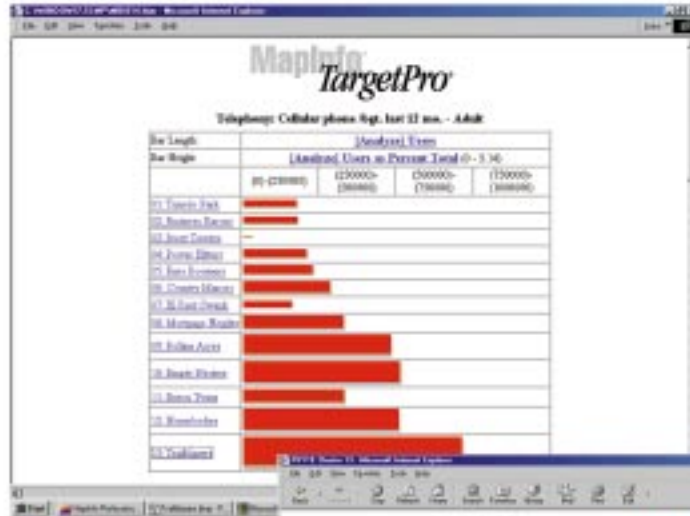


AT THE INTERSECTION OF DEMOGRAPHIC AND GEOGRAPHIC INFORMATION, TARGETPRO GIVES THE EDGE YOU NEED.

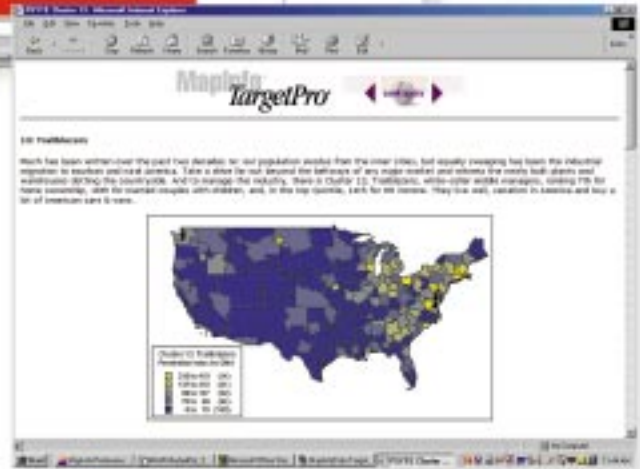
Everyone Gets Smarter with TargetPro!

Prepare to become a lot smarter. *TargetPro* gives you a strategic view of your markets and trading areas, an invaluable insight into your customers, and a tremendous advantage over your competition. At the intersection of demographic and geographic information, this is the edge you need.

Whether you want to present findings you've uncovered or give others the power to perform analysis themselves, *TargetPro* makes it easy. You can output standard or custom reports as maps, HTML or spreadsheets. Or take *TargetPro* beyond individual workstations and departments—and deploy it company-wide over your intranet or on the Web. Work it, show it, access it...any way you want to.



TargetPro delivers reports that give you insight in a single glance. Here, a quick cluster analysis of a customer database shows the largest percentage of cellular phone users fall under the cluster of "Trailblazers." You can instantly link to a description of any cluster along with a map showing where you can find concentrations of them.



MEINEKE MUFFLER | MINING DATA

Meineke Discount Muffler Shops, with more than 900 muffler repair shops across the country, has databases full of customer info (address, type of vehicle)—and TargetPro puts this data to work. Through demographic and geographic analysis, TargetPro clusters and locates Meineke's best customers. This information plays a major role in site selection and focused marketing efforts. TargetPro even makes use of the company's vehicle data to anticipate inventory needs in each of Meineke's markets.





The Best Data Leads to the Most Accurate Analysis

THE ONLY WAY TO HAVE CONFIDENCE IN YOUR CUSTOMER

segmentation and demographic analysis solution is to have confidence in the data behind it. The best data going in means the best analysis coming out—and ultimately the smartest marketing decisions. That's why MapInfo offers the industry's most flexible, accurate, and up-to-date data for use in MapInfo® TargetPro®.

TargetPro data is available at any geography down to the block group level.

TargetPro will also aggregate data to any custom geography you want to create, such as trade area or sales territory.

TargetPro data comes from the industry's most respected sources and relies on exacting scientific methodology for its creation. Whether you're searching for the ideal location to open a new business, planning a marketing campaign to attract new customers, or analyzing product potential, you can trust the results of your analysis when you rely on MapInfo data.

Get Started Out-of-the-Box...

Included with *TargetPro* are two core data modules to get you started—the 2000 Demographic Update Module and the 2000 Retail Sales Potential Module. Also included is baseline 1990 Demographic Data.

The Demographic Update Module offers a broad brushstroke of the demographic profile of any geographic area, and includes variables such as age, income, population, and ethnicity. The Retail Sales Potential Module gives you spending estimates for general goods and services categories, such as clothing and groceries.

These modules are great for getting the big picture of any given area. Once you've done preliminary analysis, you'll want to dig deeper with more detail using a selection of the optional data modules described here.

SHARE MARKET ANALYSIS REPORTS AND MAPS WITH KEY
DECISION-MAKERS THROUGHOUT YOUR ORGANIZATION.

TargetPro Data Modules

MAPINFO® DEMOGRAPHIC POWERPACKS

These quality, up-to-date data modules are packed with current and projected details on age, race, income, home type, employment, family, socio-economic status and more. The data is created from household level inputs, using a combination of traditional demographic techniques as well as innovative, propriety processes. Our team of experts analyzes and models data from sources including the US Census Bureau statistics, the US Bureau of Labor Statistics, the Federal Reserve Board, the Consumer Price Index, and other sources to create our estimates and projections.

PowerPacks are the next step up from the Demographic Update Module: more details, variables, and range breaks for better targeting of your markets and customers. Most modules are updated semi-annually.

The following Demographic PowerPack Modules are available:

- *Age by Income*
- *Age by Race by Sex*
- *Detailed Age*
- *Detailed Income*
- *Education*
- *Ethnic Population*
- *Financial and Wealth Assets*
- *Five Year Age*
- *Five Year Income*
- *Five Year Race*
- *Hispanic Detail*
- *Housing Characteristics*
- *Housing Units*
- *Housing Values*
- *Marriage and Family*
- *Occupation and Employment*
- *Retail Sales Potential*
- *Socio-economic Measure*
- *Update*

PSYTE® NEIGHBORHOOD CLASSIFICATION SYSTEM

MapInfo's PSYTE system is a superior segmentation model of actual US consumer neighborhoods at the block group level, updated annually. Used with TargetPro's Cluster Analyzer, the PSYTE system

has proven exceptionally effective in its ability to segment, discriminate, and predict consumer behavior regarding products and services, as well as consumer mass and direct media responses.

PSYTE segments the entire US population into 65 clusters based on US household behavioral data such as consumer automotive preferences and demographic data. Each descriptive cluster represents a neighborhood type where the population shares similar demographics, product preferences, and spending patterns. The 65 clusters are rolled up into 16 major groups, and five urbanicity classifications, each with a colorful name and description.

PSYTE clusters allow you to profile any list database or geographic area and target others with similar characteristics. Whether you're looking for Big City Boomers or Empty Nesters, this is the best segmentation system.

CONSUMER POTENTIAL DETAIL

This comprehensive consumer-spending module provides estimates of a geographic area's demand for products and services. Covering 20 major categories and hundreds of individual items—from television sets and coffee to health insurance and power tools—these data variables are an excellent source of information for identifying markets with high potential for your consumer product or service. You can calculate, for example, the average market potential per household for your product in an area or create an index to compare several trade areas.

The data include current year estimates and five-year projections, sourced from the Consumer Expenditure Survey of the US Bureau of Labor Statistics and the PSYTE Neighborhood Classification System. Data is updated annually.



MAPINFO DATA IS UPDATED REGULARLY
TO ENSURE CURRENCY AND ACCURACY.

TargetPro Data Modules

MRI LIFESTYLE AND MEDIA DATA

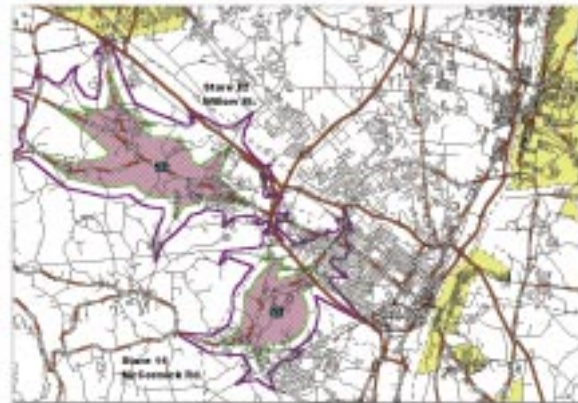
Mediamark Research, Inc. (MRI) provides compiled survey data on consumer lifestyle preferences and expenditures for a variety of popular goods and services. Their survey, conducted continuously since 1979, covers demographics, product usage, and media exposure of 25,000 respondents, with 10,000 new respondents each year. Each year's updates are based on two years worth of survey data.

The MRI module is an option for use with the *TargetPro* Cluster Analyzer. The following data categories are available:

- Apparel
- Attitudes
- Automotive
- Automotive Aftermarket
- Cable
- Convenience Foods
- Demographics
- Expendable Income Spending
- Fast Food
- Financial
- Food & Drink
- Health & Fitness
- Home Electronics
- Home Improvements
- Insurance
- Juvenile & Baby
- Lifestyle
- Media—listen
- Media—read
- Media—watch
- Personal Care
- Personal Computing
- Pet Related
- Shopping Habits
- Sports
- Telephony
- Travel
- Video

MAPINFO® DRIVETIME™

MapInfo DriveTime is designed to help you accurately predict the true market or trade area around any location(s). It generates polygons that describe the actual area you can travel to within a given time or distance. An add-on to *TargetPro* or *MapInfo Professional*, *DriveTime* uses a complex network of roads, highways, and transportation routing data—supplied by industry leader Geographic Data Technologies, Inc. (GDT) to determine drivetime polygons. This method is far superior to using simple radii or buffer analysis in determining proximity to a given location, and offers unparalleled accuracy in urban and suburban settings. The area created can be used with any other *TargetPro* Data Module for analysis.



TargetPro offers a *DriveTime* module that lets you create polygons depicting the driving time from a specified location. This information can be more useful than simple ring studies in helping determine the true trade area of a store.

COMMUNITY NEWSPAPERS TARGETING READERS

Community Newspapers Corporation (CNC), a publisher of 117 local newspapers in Eastern Massachusetts, uses *TargetPro* to drive ad sales. *TargetPro* enables *CNC* to cluster various demographic profiles among its readership (based on income and buying habits) and geographically plot each cluster—and how to best reach them with their portfolio of publications. Customers make highly precise media buys...and *CNC* boosts its sales.



MAPINFO DATA WORKS SEAMLESSLY IN
ALL MAPINFO SOFTWARE PRODUCTS.

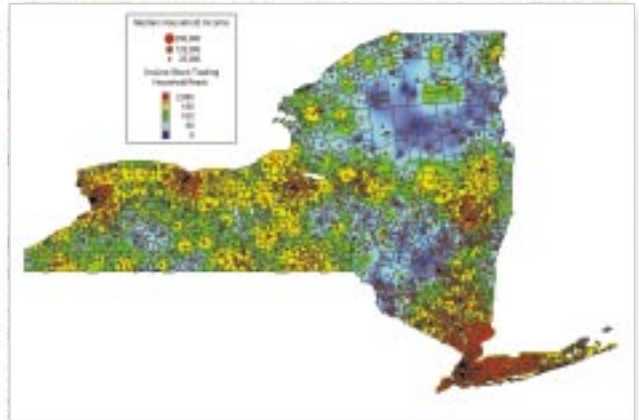
TargetPro Data Modules

PLURIMUS™ INTERNET SUMMARY DATA

With combined traditional and online marketing efforts being widely deployed by marketers, Plurimus Internet Summary data offers an exciting new database for use in *TargetPro*. This database is built by persistently tracking the online behavior of millions of individuals to understand their shifting behavioral and purchasing trends, while using a proprietary, innovative technique to ensure complete privacy of the Internet user.

It then ties online behavior to the user's geographic origin, and integrates the online information with demographic and segmentation information.

The result is a unique database profiling the Internet behavior of people in any geographic area. For example, you can project answers to such questions as: How many people in a given Block Group or ZIP Code will visit a site? How often will they visit? How long will they stay? Armed with such information, marketers can easily create specific offers to customers visiting their web site based on location, or can market their site itself to people living in certain areas.



With TargetPro you can easily track the online behavior of consumers living in any geographic area.

The Internet data includes eight major online categories with subcategories. The major categories include:

- Auction Data
- Business and Companies
- Entertainment Services
- Financial Services
- Information Services
- Internet
- Online Shopping
- Travel Services

SUMMIT BANK | BRANCHING OUT

Summit Bank, a regional bank in central New York, used TargetPro to ensure the profitable acquisition of a regional competitor. TargetPro enabled Summit to demographically analyze regions around each of the branches being considered for purchase—and target specific desirable consumer profiles (based upon profiles of Summit's own customers). By pre-screening its acquisition, Summit hand-picked only those branches with high profit potential.





**COMBINE TARGETPRO WITH OUR DATA
MODULES TO GAIN A COMPETITIVE EDGE.**

TargetPro Data Modules

BUSINESS SUMMARY DATA

The Business Summary module is a geographic summary database of business establishments, employees, payroll, and retail sales for over 13 million businesses in the United States. It is ideal for targeting business customers or performing market analysis to determine how much money was actually spent in a given area. For example, Business Summary Data can be used in combination with the Consumer Potential Detail to analyze the difference between actual and potential dollars to determine how well a product or service might perform.

The Business Summary module is available for all standard levels of geography down to block group level. Categories in the Business Summary module include:

- **Establishments by Size**
- **Establishments by Major Industry**
- **Employees by Major Industry**
- **Payroll by Major Industry**
- **Population by Occupation**
- **Retail Establishments**
- **Retail Employment**
- **Retail Sales**
- **Service Establishments**

BUSINESS POINTS DATA

The Business Points module is a point database of business establishments in the United States. It differs from the Business Summary data, as it contains detailed information for individual businesses rather than data summarized by geography. Developed from multiple sources by Acxiom Corporation, over 13 million records are included and contain information on: business name and address, SIC code, latitude/longitude, number of employees at location, business/government/public company classification, parent company sales, and more.

The Business Points are ideal for map visualization to help perform analysis to establish trade areas and sales regions, identify target markets, and identify competitive threats.

The data is packaged by 2-digit SIC code and available for any level of geography. Available packages include:

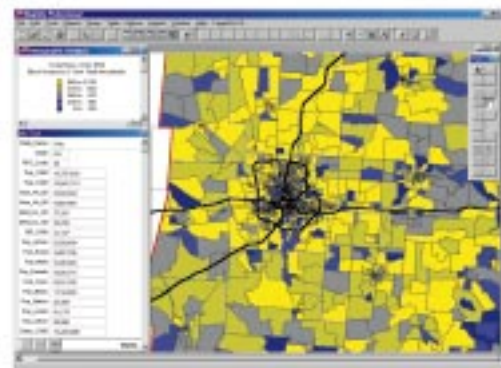
- **Wire Centers**
- **Local Access Transport Areas (LATAs)**
- **Basic Trading Areas/Metropolitan Trading Areas (BTA/MTAs)**
- **Metropolitan Service Areas/Rural Service Areas (MSA/RSAs)**
- **Area Codes**
- **Rate Centers**

TELECOM DATA OPTION

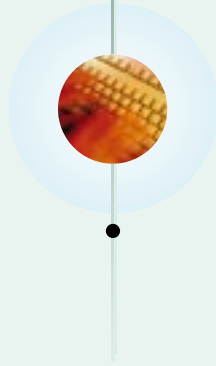
This database contains MapInfo's up-to-date and accurate telecommunications industry boundaries for *TargetPro* analysis, including :

- **Agriculture, Forestry and Mining**
- **Contractor or Construction**
- **Manufacturing**
- **Transportation, Communication and Public Utilities**
- **Wholesale**
- **Retail**
- **Finance, Insurance, Real Estate**
- **Business and Personal Services**
- **Health**
- **Legal**
- **Education**
- **Membership Organizations**
- **Accounting, Architecture and Engineering**
- **Household and Miscellaneous Services**
- **Government**
- **Non-Classified Establishments**

With this module, any other data used in *TargetPro* can be instantly aggregated to any of these telecommunications boundaries. It is the ideal data module for telecommunications companies performing customer, market, and demographic analysis; or for helping with site acquisition, strategic planning, and network management.



Combine telecommunications boundaries with TargetPro data to analyze markets for telecommunications services.



USE THIS CHART TO HELP YOU SELECT THE RIGHT DATA MODULES FOR YOUR APPLICATION NEEDS.

	MARKET POTENTIAL	SITE SELECTION	COMPETITIVE ANALYSIS	INTERNET ANALYSIS	CUSTOMER ANALYSIS	TRADE AREA ANALYSIS	DRIVETIME ANALYSIS
POWERPACK	●	●			●	●	●
CONSUMER DETAIL	●	retail only				retail only	
BUSINESS SUMMARY	●	●	●			●	
MRI LIFESTYLE	●	●		●	●	●	
INTERNET DATA			●	●	●		
BUSINESS POINTS		●	●			●	●
PSYTE	●	●		●	●	●	
DRIVETIME	●	●				●	●