

Introducing the All New PSYTE® Canada Advantage



Market Insight = Market Leadership

Successful marketing efforts that boost revenue and patronage must be intensely focused and driven by accurate, timely and meaningful information. The all new PSYTE Canada Advantage fuels insightful market decisions and provides unparalleled accuracy in customer, prospect and market profiles, a thorough command of market and product potentials, clear assessments of site location opportunities and adds grand vision to target marketing campaigns.

The Most Accurate Snapshots of Canadian Neighbourhoods...

PSYTE® Canada Advantage is MapInfo's all new geodemographic segmentation system that classifies Canadian neighbourhoods into mutually exclusive lifestyle groups – or 'clusters' based on select geodemographic metrics, location, and indicators of consumer and lifestyle behaviour.

PSYTE® Canada Advantage empowers the visualization, prediction and detailed analysis of any market or customer base across Canada via measurements of demographic similarities, market potential, consumer expenditure, and lifestyle behaviour – all based on the powerful combination of geodemographics, consumer trends, lifestyle and location.

PSYTE® Canada Advantage is the product of an evolution in cluster analysis. MapInfo re-engineered cluster analytics with industry leading spatial technology, modern cluster modelling, and a phased approach that enables achievements in accuracy and customization previously unattainable. PSYTE Canada Advantage provides levels of insight far beyond basic demographics and exceeds the efficacy of previous generations of clusters by leaps and bounds.

Select Data Ingredients Only...

PSYTE® Canada Advantage is built on a 2001 Canadian Census base and various additional high quality ingredients combined in a state of the art cluster build environment. The resultant clusters represent the most accurate snapshots of Canadian neighbourhoods ever assembled. PSYTE Canada Advantage characterizes Canada via 65 'clusters' or neighbourhood types and 15 major groups. Each cluster is unique – in terms of key demographics, consumer behaviour, media preferences, lifestyle and location.

Cluster 12 Urban Gentry – Toronto, Ontario



The Advantages...

In the hyper-competitive marketing landscape of the new millennium, marketing success and differentiation has presented challenges like never before:

- Attainment of a loyal and profitable customer base
- Achievement of 'through the roof' campaign response rates
- Product launches that are honed-in on target
- Maximized product and merchandise mix
- Revealing of high potential sites
- Establishment of rewarding partnerships and brand associations

PSYTE Canada Advantage plays a contributing role in the attainment of successful marketing campaigns that drive patronage, traffic, sales and profit.

Target Marketing Challenges and the PSYTE Advantage Solution...

A company's competitive advantage, customer acquisition, retention efforts and implementation of effective target marketing campaigns are largely dependent on the accurate and detailed understanding of markets and trade areas, current customers, past customers, customer origin, product purchase behaviour and volumes, customer and prospect media preferences, and the lifestyles and opinions they hold. This is quite commonly easier said than done.

<p>Problem:</p>	<p>Companies, through loyalty programs, point of sale data, warranty cards, subscriptions, accounts and even surveys, capture many marketing-useful data elements. However, the larger picture can remain blurry. Questions such as what does the market for Product A look like or why is Store X under-performing can remain unanswered.</p>
<p>Solution:</p>	<p>Additional geodemographic data is required – and acquisition of the missing elements needs to be cost-effective. That's where PSYTE Canada Advantage comes in. PSYTE Canada Advantage is a mélange of geodemographics – purpose-built to address the above marketing problems – Who are my customers, where do they come from, and how can I attract and find more just like them to drive my business?</p>
<p>Results:</p>	<p>Over the last decade, PSYTE has been put to the test by thousands of companies in Canada and the U.S. for profiling customers, pinpointing target markets and better understanding the marketplace. These companies have abandoned undifferentiated marketing strategies and hit or miss site selection in favour of the more accurate and cost-effective cluster-based marketing and business planning that PSYTE makes possible.</p>

Montreal PSYTE Cluster Distribution



Market Measurement Challenges and the PSYTE Advantage Solution...

Problem:	The precise measurement of market potential can make or break a business.
Solution:	PSYTE Canada Advantage assists in deriving actionable results to the following marketing and market potential problems: <ul style="list-style-type: none"> • What markets do my products perform best in – and where are other similar markets? • How should the product mix vary across my network? • How do we increase sales leads and peak interest in our products across markets? • Which media properties in which markets should we advertise in?
Results:	The accurate prediction of market focus, store merchandise mix, network expansion, site location, and advertising territory is essential to revenue prosperity.



Site Selection Challenges and the PSYTE Advantage Solution...

Problem:	The selection of an optimal site location for a business is science that cannot be taken lightly or with any old solution set...
Solution:	PSYTE Canada Advantage addresses key site selection questions: <ul style="list-style-type: none"> • Where is our <i>next best Market</i>? • How should the <i>merchandise mix</i> vary between our stores? • We need to <i>know and understand our best markets</i> • Why are sales not meeting expectations at sites x and y? • Which locations should we consider consolidating?
Results:	From traffic patterns to competition, from available real estate to target market – the process of site selection is enhanced by addition of PSYTE Canada Advantage geodemographic segmentation.

Key Features and Benefits of PSYTE Canada Advantage...

The Features

- Sixty-five all new clusters, 15 all new major groups
- Improved Elite and Upscale neighbourhood differentiation
- Adherence to proven geodemographic data development fundamentals
- Quality data inputs including 2001 Census, Polk auto registrations, and actual consumer behavioural data
- Thousands of available lifestyle, psychographic, media, product and consumer behavioural profiles in addition to all new expenditure data linked to the clusters
- Links to Canadian direct and unaddressed target mail systems

The Benefits

- Entirely new 'snapshots' of Canadian neighbourhoods and consumers based on new data ingredients
- Better differentiation of high income target groups
- Accuracy
- Highest quality geodemographic inputs
- Predictive market and consumer power, founded on a solid geodemographic base
- The power to narrow the mass marketing scope and reach the intended target



The Big Picture

PSYTE Canada Advantage is a key component of the predictive analytic solution set of MapInfo. The clusters are integrated into MapInfo software and service offerings including TargetPro Canada, MarketMath, Anysite Canada and MapInfo-Thompson service-based solutions and models.

New PSYTE® Cluster Data for GeoPost Plus™

September 2005

New PSYTE Canada Advantage cluster data from MapInfo (Compusearch) is now available to Canada Post customers who target their Unaddressed Admail™ using GeoPost Plus.

PSYTE clusters are socio-demographic filters created by profiling neighbourhoods based on 2001 Statistics Canada Data and key indicators of consumer and lifestyle behaviour. It leverages the concept that “birds of a feather flock together” and allows customers to better target Unaddressed Admail by focusing on similar customers in other geographical areas.

For more information on GeoPost Plus contact a Canada Post Representative by calling our Commercial Service Network at 1-800-260-7678.

For a complete list of PSYTE cluster descriptions go to the intranet and from the Process Centre select Sell=>Tools=>Product Information=>G

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