

DATA SHEET

GroundView™

Pitney Bowes MapInfo Next Generation Demographics

OUR DEMOGRAPHICS ARE BUILT FROM HOUSEHOLD LEVEL INFORMATION, AND UPDATED QUARTERLY, SO YOU HAVE THE MOST TIMELY AND DEPENDABLE LOCATION INTELLIGENCE TO BASE YOUR MISSION CRITICAL DECISIONS ON.



Summary

Pitney Bowes MapInfo's GroundView™ demographics provide you with the reliable, consistent data you need to make confident decisions in site selection, marketing, distribution, product development and other key business areas.

Benefits

Frequent updates—Quarterly updates ensure that you can base your decisions on timely information.

Realistic high-growth market estimates—The ultimate test of any demographic system is its ability to produce dependable household and population counts for critical high-growth markets—where our new data excels!

Powered by

MicroBuild®

www.mapinfo.com

OVERVIEW

Pitney Bowes MapInfo has infused its next generation demographics with MicroBuild® data from The Gadberry Group. GroundView™ demographics are based on household level information for maximum reliability, and updated on a quarterly basis to ensure that you have the most up-to-date data on rapidly changing markets.

Pitney Bowes MapInfo household geo-demographics provide recency and depth of household demographics in a census standardized format and for census geographies, beginning at the census block level. Our next generation demographics are compatible with all Pitney Bowes MapInfo software applications—so you can leverage the value of this new demographic data while using your preferred analytic platform.

GroundView™ represents the next stage in the evolution of demographics, bringing a new level of reliability and timeliness to market analysis and decision making. By leveraging MicroBuild® as a primary source for residential household and population trends, Pitney Bowes MapInfo's new demographics not only provide dependability for market analytics, but also the means to easily move from analysis to marketing action on residential mailing lists.

GroundView™ in rapidly changing markets

Are you ever faced with scenarios where your “feet on the street” tell you that a specific area is experiencing rapid growth, but your analysts are unable to verify that growth using your current demographic data?

To solve this common problem, Pitney Bowes MapInfo is providing quarterly updates to its demographics. Yes quarterly! No more waiting for that all-important yearly update, all the while knowing that your recent market studies may be based on information that is stale and out-of-date.

DEPENDABLE

- High quality national consumer name and address file
- Multi source build process—national consumer name and address base, USPS statistics, Census
- Household level verification of population and household counts



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GroundView demographics enable you to accurately identify and quantify high "change" areas—both growth and decline—such as this growth area in Arizona (aerial imagery courtesy of DigitalGlobe)

RELIABLE

- Build from the ground up from a base address file that geocodes to the street-level.
- Household-level data normalized to census Block Group and Block-level geographies

ACTIONABLE

- Household level demographic attributes
- Match to customer data to identify market share and new prospects
- Target demographics can be used to create marketing lists

CURRENT

- Complete quarterly re-build
- Core data sources updated monthly

