PSYTE® Advantage Segmentation Solution

Deploy Superior Neighborhood Profiling for More Successful Target Marketing

- **Analyze neighborhood clusters to gain market share**
- **Identify your best customers and find more like them**

- **Access the latest purchasing, lifestyle and census data**
- **Obtain a higher response and ROI from marketing efforts**

Marketers need to model their best customers and map the neighborhoods where they and others like them live. PSYTE® Advantage provides this type of superior neighborhood segmentation for customer profiling and target marketing.
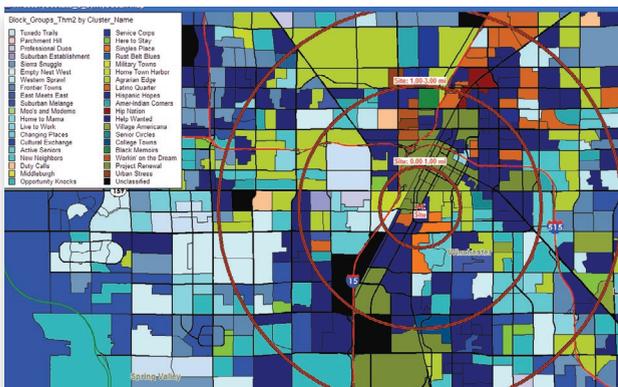
PSYTE® Advantage provides a unique combination of our location-enhanced lifestyle and consumer data, geodemographics and clustering techniques that result in a comprehensive snapshot of U.S. and Canadian neighborhoods.

Through PSYTE® Advantage, location is tied to the behaviors and characteristics of the diverse population helping our customers make more insightful decisions about market and product potential, infrastructure placement and target marketing.

Utilizing PSYTE® Advantage, you can visualize, predict and analyze market potential and consumer expenditure patterns based on location. It allows for precise and profitable product and tower selection and brings target marketing to new levels of performance.

Key Attributes

- Neural net and hierarchical clustering algorithms group over 208,000 U.S. neighborhoods into one of 72 clusters

- Clusters are broken down by population density, household income, marital status and presence of children – each with its own demographic character and colorful name, such as "moos & modems" and "balancing acts"

- Its unique ability to integrate sales records, campaign histories, survey data and more greatly increases your ability to analyze and predict consumer behavior

PSYTE® Advantage clusters are extremely effective at segmenting customers for determining demand for new products and services.

Grasp each cluster's character intuitively with Cluster Images, such as the mansion that symbolizes the six-figure incomes and country-club lifestyle of Cluster 1, "Tuxedo Park."

Case Scenarios

CABLE companies can gain the competitive advantage, increase customer acquisition and retention efforts and the implementation of effective target marketing campaigns. Using PSYTE® Advantage, providers receive a detailed understanding of markets and trade areas, current customers, past customers, customer origin, product purchase behavior and volumes, customer and prospect media preferences, and the lifestyles and opinions they hold.

WIRELESS A wireless company can utilize PSYTE® Advantage to determine which services to offer in new locations. They can create a PSYTE® Advantage profile of their most profitable customers and use that information to identify locations that have high concentrations of a key target groups (e.g., young, mobile couples). Then, the wireless company can precisely identify and prioritize potential new locations for extending service offerings.

WIRELINE A wireline provider can use PSYTE® Advantage to target additional customers in any market. This solution can be used to profile existing customers and pinpoint potential prospects for their services. These providers are able to identify current profitable customers and target prospects with similar demographic characteristics, enabling marketing departments to develop more accurate and cost-effective cluster-based marketing, which can significantly impact ROI.

ELECTRIC UTILITY PSYTE® Advantage is used by electric utility providers to profile existing customers and pinpoint potential prospects for their services. These providers are able to identify current profitable customers and target prospects with similar demographic characteristics, enabling marketing departments to develop more accurate and cost-effective cluster-based marketing, which can significantly impact ROI.

Coverage

United States
Canada
Puerto Rico

Price	$ (USD)	$ (CDN)
US	22,000	
Region	16,500	
State	7,260	
Canada		33,000
Region		13,200
Province		8,250

PSYTE® Advantage

Find out more

Datasheet, demo, sample data and more available at www.pbbusinessinsight.com/commscatalog09