Postcode**Anywhere**

Customer Profiling How well do you know your customers?

Matt Gregory
Account Executive

Ed Nash
Marketing Executive

PostcodeAnywhere

Postcode Anywhere established in 2001

Over 8,000 customers

Providing the service since 2005

An opportunity to provide additional value to address data



The next 10 minutes will feature...

- 1. The key mistakes made by companies
- 2. The features of Customer Profiling
- 3. The benefits of the service and who it's for
- 4. A demonstration
- 5. A summary of the presentation



Name: Customer Profiling

Location: Postcode Anywhere

Thousands of businesses are making the same mistakes every day.

Impersonal and Generic Campaigns...

Threatens company image

Dreary

Resembles spam

Can't read this email? Click here to see text version

Dear Sir/Madam,



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Address Details

Click here to unsubscribe forward to a friend

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Poorly Targeted Campaigns...

- Wrong people
- Wrong location
- Wrong product/service
- <a>Wrong time
- Wrong reason



Making Assumptions...

"Our customers will know what that means"

"People will be able to afford it"

"They will *definitely* want it - everybody does"

Features of Customer Profiling

- Fully hosted and real time service
- Automatically updated ACORN data
- Rapid search results
- Effortless integration
- Transactional licensing

ACORN data from CACI

2 million postcodes

Five primary categories >> 17 individual groups >> 56 demographic types 125 demographic profiles 287 individual lifestyle

Benefits of Customer Profiling

- Save time and money
- Improved targeting
- Limited reputation damage
- Wealth screening
- Prioritise leads that convert

Who it benefits

Retailers

FMCG & CPG

Financial

The Public Sector

Media

Charities

Summary Reduce risk Save time and money Increase accuracy and ROI

Postcode **Anywhere**

THANKYOU FORWATCHING

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