

PostcodeAnywhere

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*

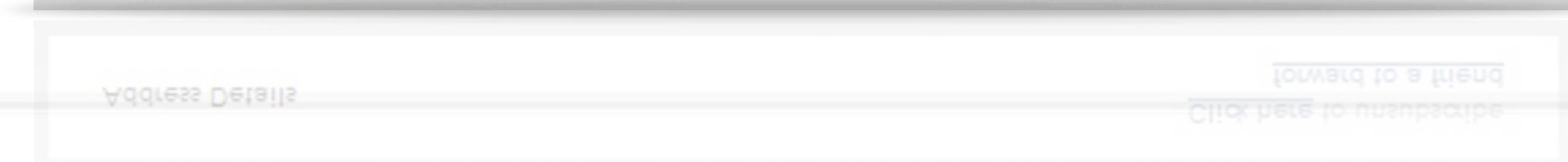
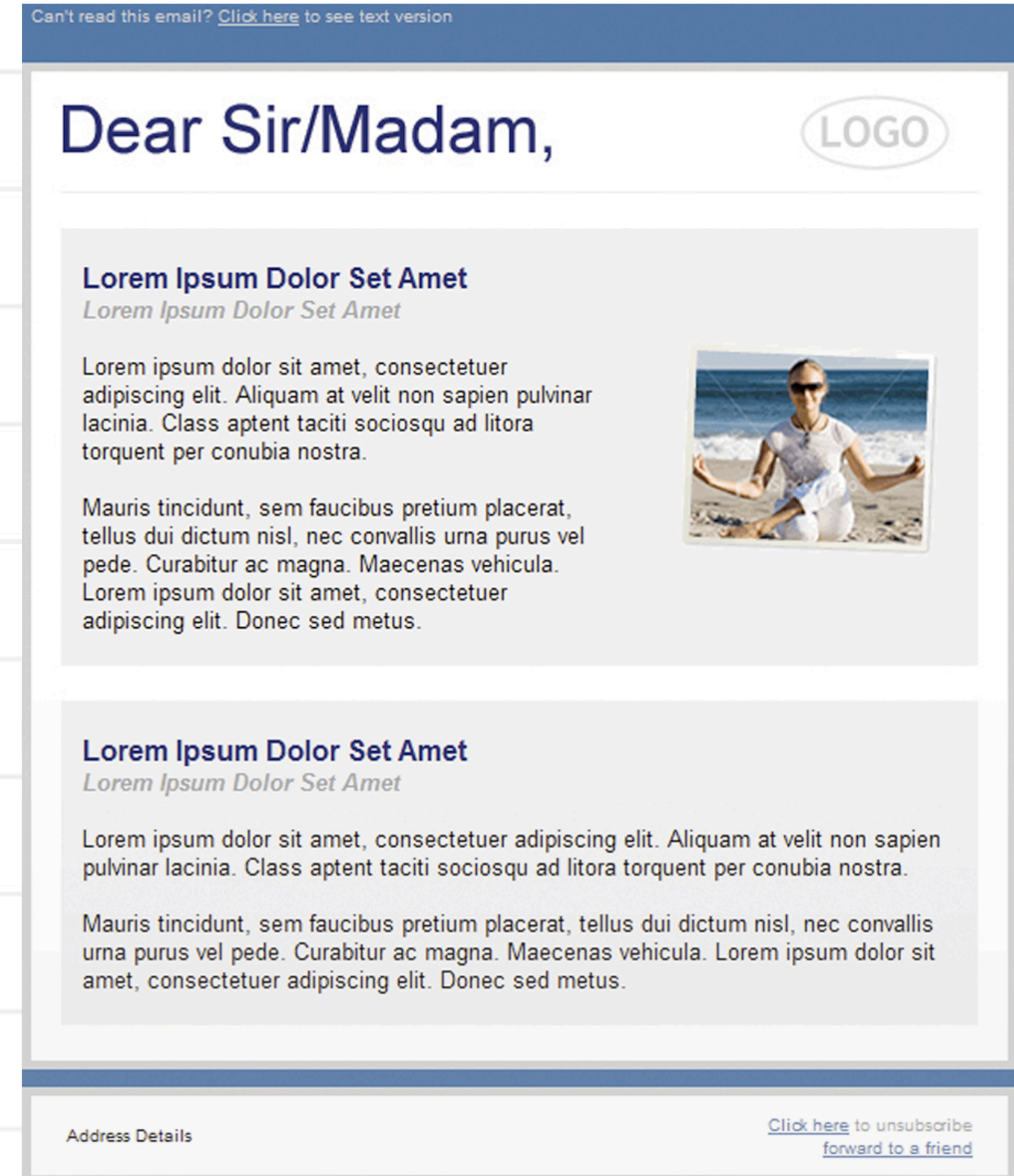
**Thousands of businesses
are making the same
mistakes every day.**

Impersonal and Generic Campaigns...

✘ Threatens company image

✘ Dreary

✘ Resembles spam



Poorly Targeted Campaigns...

- ✘ Wrong people
- ✘ Wrong location
- ✘ Wrong product/service
- ✘ Wrong time
- ✘ Wrong reason



Making Assumptions...

“Our customers will **know** what that means”

“People will be able to **afford** it”

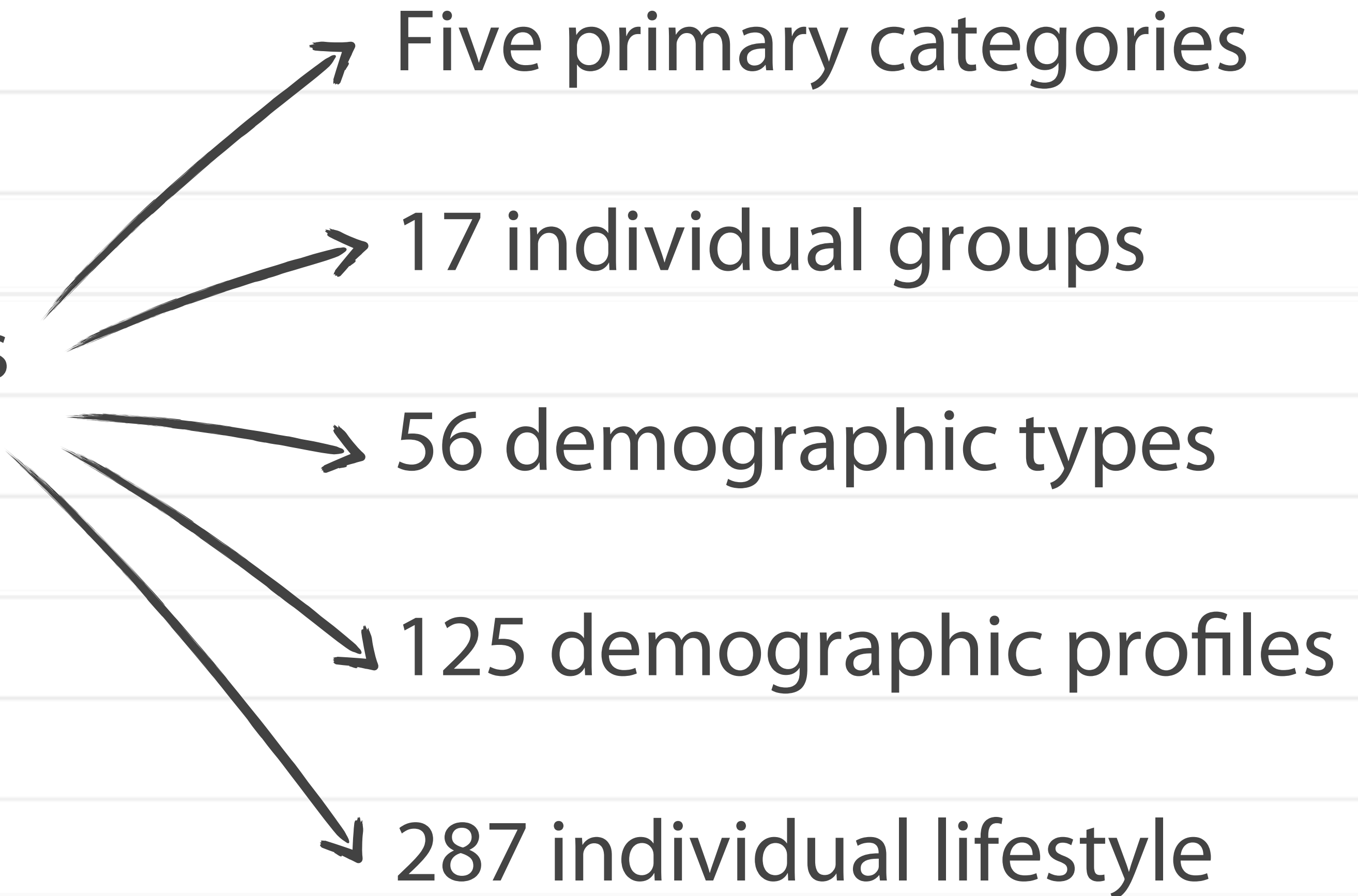
“They will **definitely** want it - everybody does”

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



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

PostcodeAnywhere

**THANK YOU
FOR WATCHING**

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