

MicromarketerG3

Powerful geographic and demographic analysis

MicromarketerG3, Experian's geographical analysis tool, gives you the ability to carry out customer profiling, catchment definition, sales territory analysis, data modelling, mapping and visualisation in one powerful software application.

What is MicromarketerG3?

MicromarketerG3 is Experian's demographic analysis tool which gives organisations a deep understanding of their customers and locations. Designed to help you make more efficient use of your marketing budgets. MicroMarketer G3 helps you better connect with your customers and make informed location decisions all backed up by world class data and analysis.

With MicromarketerG3, you have access to Experian's information on individuals, households, businesses, markets and economies.

How can MicromarketerG3 help you?

With 25 years of experience of developing and delivering customer and local market analysis systems, Experian understands the problems faced by many organisations. Many struggle to maximise the return on their marketing budgets, connect with their customers through deeper understanding, evaluate local areas to understand potential and make informed strategic decisions on location investments.

MicromarketerG3 helps you address these problems. Designed as a practical business tool, its versatility and power mean that it is capable of addressing the needs of both the everyday business user, as well as more advanced analysts.

Whether you want to find hotspots of your best prospects; quickly query the potential of a new location; benchmark sales performance or analyse the interaction between your catchment areas, MicromarketerG3 can help.

Marketing teams and agencies

Improve your customer understanding and insight

- Using Experian's award winning portfolio of customer classifications, you can build an accurate picture of your customer base
- Understand their social situation, income levels, buying habits and family lifestage to better serve their changing needs.

Improve your targeting and communications

- Choose the right local media channels by assessing the size and location of your target audience
- Understand how far your customers come from and plan the reach of your campaign to cover the right areas
- Reduce inefficiencies of your budget by only targeting high potential areas
- Increase relevance by adding local context to the message, eg. direct prospects to their nearest location.

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Location Analysts

- Analyse your markets and understand sales potential
- Understand network coverage and assess site performance
- Visualise your data and analytics through charts, graphs and maps to share with stakeholders.

MicromarketerG3 Capabilities

- Easy to use report wizards to profile the local make-up of any area
- Measure the suitability of an area using powerful Estimated Market Size or Spearman's Ranking algorithms
- Insight into your data to understand how your performance varies from one area to the next
- Define your catchment areas and calculate drive times or build distance rings around a location.

Modelling

Tailor the solution to your business needs with bespoke modules such as:

- A sales prediction model to forecast turnover
- Batch evaluation of areas using bespoke criteria, internal data sources and custom parameters
- Branded reporting.

World-class data

MicromarketerG3 is available inclusive of Experian's portfolio of consumer classifications and local area demographics.

These include:

- Mosaic UK
- Mosaic Public Sector
- Financial Strategy Segments (FSS)
- Local area demographics including total households, population and adults aged 15+ by gender

Data can be viewed and analysed at a range of geographic levels including postal sector and postcode.

The options to analyse data geographically include:

- Postal sector
- Local authority
- Electoral ward
- Postcode
- Household
- Print and broadcast media geographies.

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