



Statement of Functions

App Library – Micromarketer

V1.0



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1 Statement of Functions – App Library - Micromarketer

App Library - Micromarketer is a Microsoft Windows based desktop application that incorporates the latest advanced GIS functionality (with mapping provided by Esri), alongside an easy-to-navigate user interface for Experian developed applications, providing the user with the ability to create data insight, interactive maps, and report outputs. Licenses are required which will be provided by Experian.

The functionality of the software and access to data is controlled by subscription. The functionality of the software includes, but is not limited to:

- Defining geographic areas by several methods
- Examining the data characteristics of defined areas in terms of certain pre-specified data sets (e.g., Mosaic or FSS)
- Ranking groups of geographic areas on specified data characteristics
- Ranking within geographic areas on specified data characteristics
- Importing customer data in certain pre-specified formats into the software
- Manipulating that data (reformat, sort, etc.)
- Enriching customer data with Experian data (e.g., Mosaic, FSS)
- Examining the characteristics of that data (e.g., profiling)
- Reporting on the characteristics of the data in several pre-specified methods
- Displaying either area based or customer information as maps
- Mapping data held at differing pre-specified geographic levels
- Overlaying data as maps with pre-specified background information (e.g., place names, roads etc.)
- Visualising data on a map
- Scaling and positioning the map at any location
- Reporting on the data characteristics of areas selected on-screen



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