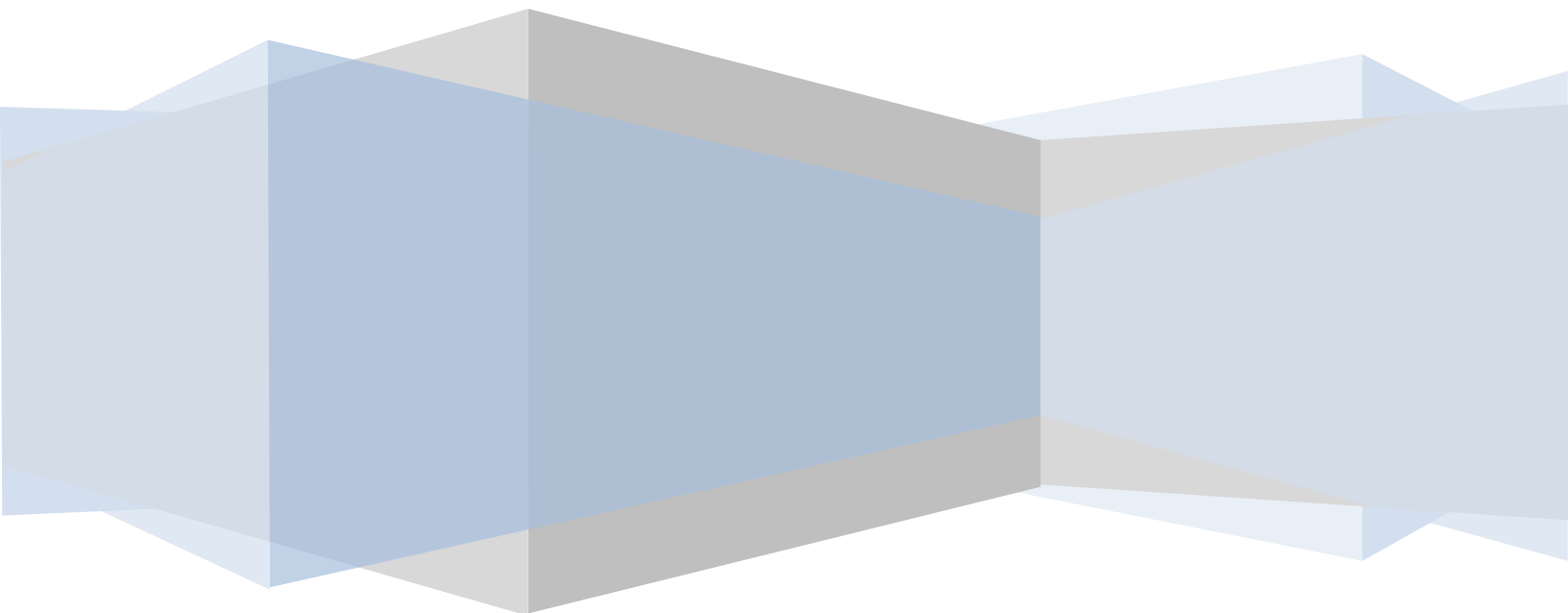


For More Info, Contact:
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PSYTE HD Canada

Product Description



PSYTE HD Canada: a high definition view of Canadian Neighbourhoods



Precision has never meant more to marketers than it does right now. As organizations strive to gain and retain customers in today's ultra-competitive environment, target marketing is no longer a luxury – it's a necessity.

To succeed, enterprises must quickly identify their highest valued customers and prospects and predict their behaviour at the neighbourhood level – the most stable, statistically viable geographic area in our mobile society. With this insight, marketers can then decisively develop finely tuned campaigns to draw these customers to their franchise and win their loyalty, thus maximizing ROI.

To achieve these goals easily and affordably, Pitney Bowes Business Insight pioneered PSYTE HD Canada - the industry's most complete and customizable neighbourhood segmentation solution.

Using PSYTE HD Canada, marketers can model their best customers and map the neighbourhoods where they and others like them live.

PSYTE HD Canada is a combination of data elements – solid geo-demographics and indicative metrics of consumer behaviour – purpose-built to address the complex and sometimes elusive marketing challenges of the day. Households and individuals are increasingly hammered by both targeted and mass marketing multimedia messages. As such, the marketing challenge has evolved into not only hitting that 'prime target' but to relate to that preferred potential customer in a meaningful and relevant manner that will promote optimal campaign response. PSYTE HD Canada helps you reach the right customer, at the right time, with the right product, at the right place, at the right price!

PSYTE HD Canada offers the following powerful performance advances:

- ✓ Based on the most stable and reliable data source – the 2006 Census of the Canadian Population conducted by Statistics Canada. 2006 Census information is gathered at the smallest level of standard geography available, the Dissemination Area.
- ✓ Comprehensive information culled from numerous consumer databases with purchasing, health, and lifestyle data. For the first time, Pitney Bowes Business Insight uses household level information provided by ICOM (more than 10 million records!!) to fuel its segmentation solution
- ✓ Two step clustering process *(For a more detailed overview of the methodology, please review our methodology document)*
 - Creation of "atoms" – 300 in total – based purely on demographic and geographic information, providing a solid and stable foundation.
 - "Atoms" were then rolled up into one of 59 clusters based on the consumer and lifestyle information
- ✓ Easy-to-understand cluster descriptions, photographic snapshots, and a color-coded, rainbow-shaped graphic of clusters that lets users quickly see similarities among them that can be used to leverage multiple clusters for specific campaigns.



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- ✓ The unique ability to integrate organizations' sales records, campaign histories, survey data, and more – greatly increasing their ability to analyze and predict consumer behaviour

Using PSYTE HD Canada, you won't question if you're connecting with your most important customers. You'll know it with every message you communicate.

Better Intelligence, Better Decisions

PSYTE HD Canada gives organizations the insight to dramatically improve their marketing decisions. This intelligent Pitney Bowes Business Insight solution characterizes the behaviour of every clustered customer – from their favourite movies and foods to their preferred attire and avocations – enabling users to more accurately predict customers' responses to every campaign.

With PSYTE HD Canada, you can:

- ✓ Identify more profitable customers and locate others like them
- ✓ Discover new markets or untapped areas within existing markets
- ✓ Develop more finely targeted, cost-effective, and lucrative marketing campaigns
- ✓ Increase the success of new product launches
- ✓ Open new stores, offices, and service centers in areas with the highest revenue potential
- ✓ Design cost-effective mailings and media placement programs
- ✓ Create strategic, revenue-generating partnerships with other organizations
- ✓ Increase profitability and market share

Improved Marketing for Every Industry

PSYTE HD Canada has helped scores of businesses in virtually every industry bolster their marketing performance. Below are a handful of examples where the Pitney Bowes Business Insight solution is making a difference.

Retail

PSYTE HD Canada enables retailers to more effectively stock its stores, tailor coupons and other promotions. It also helps select customers and prioritizes product allocations to specific stores with the highest profit potential.

Financial Services

PSYTE HD Canada allows financial institutions to tailor services and marketing programs to specific branch locations and customers. It identifies preferred account holders and prospects as well as plumb cross selling opportunities. It also helps them determine choice locations for new offices, to consolidate existing sites and to place ATMs.



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Media

- PSYTE HD Canada helps newspapers and magazines maximize subscriber revenues and advertising rates.
- Outdoor media companies use the system's location-based intelligence to place advertisers' billboard in prime locations.
- Internet service providers use it to localize messages, offers, and content on landing pages.

Real Estate

PSYTE HD Canada is the widely chosen solution for real-estate firms looking to select the best site for a new housing or commercial development. It lets realtors and brokers rapidly profile the best tenants for these developments and show them where and how they can be reached.

Restaurants

PSYTE HD Canada helps restaurant chains choose the most profitable sites to locate new stores. The Pitney Bowes Business Insight solution targets venues with the greatest sales potential for the restaurant's concept and helps develop effective strategies to accelerate market acceptance.

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