GEO-TARGETING GIS ANALYSIS & MARKETING

Improving your traditional methods of customer identification, product/service marketing, and advertising with geospatial analysis and geo-targeting by Clearview Geographic LLC.

**INITIAL DATA COLLECTION**

Our GIS Analysts collect key information about your business or organization. This may include but is not limited to customer demographics, past sales data, intended service areas, product line information and more.

This step is vital. The more we know about your business, the more we can help. No need to worry. Any information you provide remains confidential.

**GEOSPATIAL ANALYSIS**

By leveraging a combination of private and public databases against the information you provide in step 1, we identify potentially high profit, serviceable locations and other underserved areas.

1. Input relevant databases
2. Analyze past sales & web traffic data for historic context (highly recommended)
3. Create a master service area polygon
4. Trim locations that do not meet customer profile
5. Highlight underserved areas

**IMPROVE MARKETING ROI**

A concise write up, complete with tables and figures, is delivered to your inbox that details the results of our assessment and provides strategies for getting the most out of your Compass Report.

**GIS DEPARTMENT**

GEOGRAPHIC INFORMATION & LOCATION DATA ANALYTICS

Develop insightful information systems and easy-to-understand data visualizations.

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