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# Neighborhood Clusters<sup>®</sup>



Willowbend Corporation



## 21st Century GeoMarketing Solutions

### Detailed Product Offerings

- \* Digital Streets
  - \* Neighborhood Clusters<sup>®</sup>
  - \* Addresses
  - \* Demographics
  - \* Implementing Neighborhood Clusters<sup>®</sup>
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Neighborhood Clusters<sup>®</sup> are the ultimate GeoMarketing solution for companies



**Neighborhood Clusters<sup>®</sup>**

that rely on targeting the best prospects for their products and services. Neighborhood Clusters<sup>®</sup> are an aggregated data product that brings together all the information that you would otherwise have to gather individually and try to associate correctly with all the other data.

The data that is pre-aggregated for your use includes “transportation quality” digital street files, USPS standardized addresses located on the streets with longitude and latitude, a “neighborhood” property identifier for each street and household, demographic characteristics of each cluster, and USPS and Census cluster geography properties.

What is the advantage of “pre-aggregated” data? All of the data you receive has been “standardized” in our data hygiene systems and matched together at the highest possible level. When you acquire individual data elements often the data does not complement each other resulting in numerous mismatches and unrealized opportunities.

Our digital street maps are updated every 90 days and each element of the street file is checked for accuracy and is standardized to match the other data elements. For example, we analyze the Zip Code information that comes from the street files vendor and make changes where we know that the Zip Code is not accurate. We append the correct Zip Plus 4 as well as the Census Block Group that is most correct. We do not use inaccurate Zip Plus 4 information to do this, instead we utilize proprietary processes to actually locate each street segment spatially inside the Census Block Group Polygon to which it belongs.

We make our best efforts to fill in the blanks. Often data comes with incomplete information in areas where the vendor could not identify the correct relationship. We utilize proprietary processes to append the most likely relationship to each data element and let you know where we have done that so you can make a decision about using that information or not.

If you only need some elements of our Neighborhood Clusters<sup>®</sup> data sets we can accommodate that for you. Also we append Neighborhood Clusters<sup>®</sup> information to your data sets if that is required.

Keep reading. We believe you will like what you see.

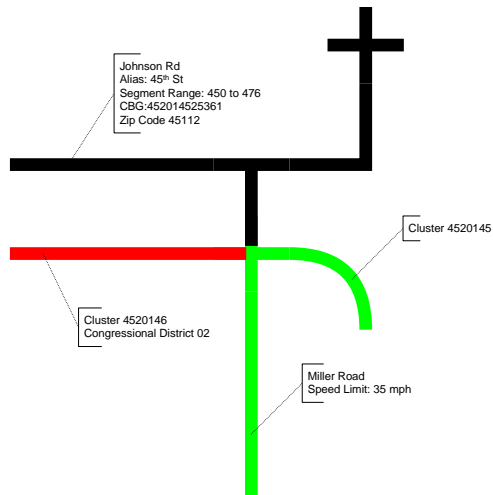
## Digital Street Files – The Backbone of GeoMarketing

### All digital street files are not the same

There are a few major street file vendors and then there are the rest. Willowbend utilizes transportation quality digital street files from Teleatlas, NA. Teleatlas is one of the major street file vendors with a high quality product.

### We make the street files even better.

We check every element of the street information that comes to us for accuracy and currency. And we append important information to the streets that is not available from any other source.



We check the Zip Code information provided from Teleatlas and modify it to the most current USPS correct information. We append the Census Block Group to the street segment based on the polygon boundary we maintain of each CBG in the US to provide the most accurate information possible. We examine each intersection and street segment for the driving instructions needed and append them to the street. We identify the correct address range associated with each street segment and even break a segment into parts if there is a change in information within a segment as it came from Teleatlas. If the street has an alias name that we know, or an alias to any other of its information, we add that to the data we keep on the street segment.

Utilizing our proprietary process, we analyze the street network and identify the neighborhoods that are evident from our analysis and append an identifier to each street segment regarding which Neighborhood Cluster<sup>®</sup> to which it belongs.

## Addresses — Nothing Good Happens Without the Right Addresses

Willowbend owns and maintains an address list of over 150 million households, business, and Post Office boxes across the US. We update that list to the latest USPS standards for spelling and mailing information every 30 days.

We track whether an address is identified as vacant by the USPS as well as whether it is a business or a residence. And, of course we identify which addresses are single family versus multi-family.

We add to the addresses we own the correct Census Block Group and we do so in a very unique manner that helps insure their accuracy. First we identify the longitude and latitude of every address in our data base where possible. We then look at the spatial coverage of every Census Block Group and decide which one each address we have is "inside". Many companies use Census Tiger file relationships to Zip Plus 4 information which is highly inaccurate.

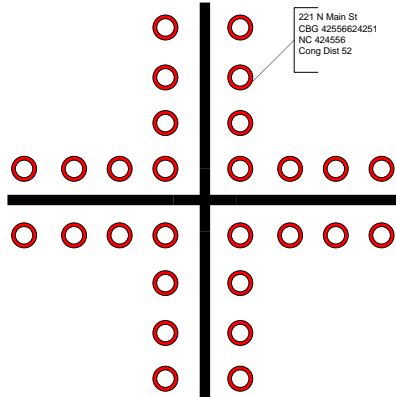
We identify the US Congressional District in which each address is located and can provide that to the Zip Plus 4 level instead of the Zip Code level as some companies do.

We can, at additional expense, identify the local assessor "parcel code information" if that is needed.

We utilize proprietary processes we have developed over our years in this business to "probabilistically" append information to addresses that otherwise would not have any data appended to them. We utilize our information on proximity to other addresses about which we have information to do this, and we let you know where we have used a probability assignment of information.

Of course, we identify which Neighborhood Cluster<sup>®</sup> every address, residential or business is inside.

If you already have your address file, we can append this information directly to your data.

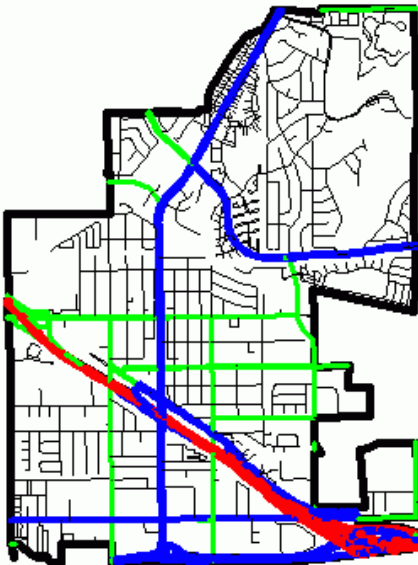


## Boundaries – Remember Geometry?

We call them polygons or shapes. Without information on which “boundary” an address is inside of it is impossible to obtain the most optimum targeting for your marketing programs, and if you are mailing it is impossible to achieve the lowest cost for your postage.

Willowbend utilizes its own proprietary processes to create boundaries for Zip Codes, USPS Carrier Routes, Census Block Groups, and Neighborhood Clusters<sup>®</sup>. We can draw your distribution boundaries or territories using this same process. We developed these drawing processes as we identified the need to create accurate boundaries that are based on the latest standardized and optimized data that is available. Our boundaries conform to the latest information available in all cases.

All of our mapping related data and boundaries are delivered as .mid-.mif files and can be imported to MapInfo .tab format or to ESRI.shp. If you are using another mapping application please contact us for conversion information.



Neighborhood Clusters<sup>®</sup> boundaries are ideal for combining into delivery areas or sales and marketing territories.

We create the following boundary sets:

- States
- Counties
- Zip Codes
- USPS Crtes
- Census Block Groups
- Custom Route Boundaries
- Custom Territory Boundaries

## Demographics — Birds of a Feather Flock Together

Most lists that provide individual household demographics are simply out-of-date when you get them. There is a place and time for household level demographics, but care is needed in using them not to create a “targeting trap” for your advertising or distribution program. Too many programs build such a tight profile for mailing or delivery that even though the percentage of response is high, the total response is not meaningful. Using demographics to refine your marketing program is as much an art as it is a science.

A recent study found that a mailer could enter nearly 7 times as many pieces of mail at the saturation level of mailing as at the individual address level for the same postage cost. In the study 1,000 individually name and addresses pieces of mail were entered with the result that 35 positive responses were received — 3.5%. Seven thousand pieces of mail were entered selecting specific demographic identified USP Carrier routes in their entirety. The response was only 1.8%. But, that 1.8% translated into 126 positive responses.

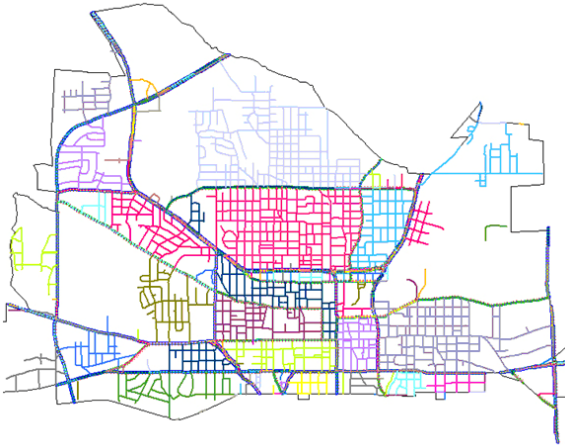
We can append any demographics at the individual household or boundary level desired, but we suggest you test our attributes that we have assigned to our Neighborhood Clusters<sup>®</sup> first. We maintain over 900 demographic variables that are available for your use. It is a marketing truism that “birds of a feather flock together.” When you are seeking new business, the best place to start geographically is where your current customer base is located. If your customers come from a certain set of clusters, it is likely that those clusters contain more households that are potential clients. People living the same neighborhoods share housing value, general income levels, often ethnicity and usually lifestyle.

Standard demographic properties in our Neighborhood Clusters<sup>®</sup> releases are:

Income over \$250M	Income between \$150M and \$250M
Income between \$100M and \$150M	Income under \$100m
Family size greater than 2.0	Head of HHD age over 55
Head of HHD age between 30 and 55	Head of HHD age under 30
Discretionary spending exceeds US average	Home Age over 50 yrs
Home Age between 20 yrs and 50 yrs	Home Age between 10 yrs and 20 yrs
Home Age less than 10 yrs	

We identify multi-family and single family household counts in each cluster along with the number of business addresses, and we have available over 1,000 other demographics if you need them.

## Neighborhood Clusters<sup>®</sup> – The Ultimate in Aggregated Marketing Data

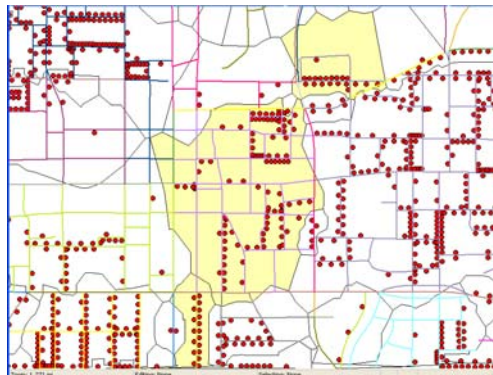


The area to the left is a live Neighborhood Clusters<sup>®</sup> map from a city in Texas. The layout of the neighborhoods is evident. Clusters can be used to select areas where certain demographics are predominant or for the building of route boundaries or delivery areas. Since our proprietary process has identified that each of the Neighborhood Clusters<sup>®</sup> can be navigated by driving or walking

without crossing a higher speed road, they make ideal delivery areas to combine into routes or territories.

This graphic demonstrates where a selection was made to identify the Neighborhood Clusters<sup>®</sup> where the household income exceeds \$250,000 annually. Each of the demographics that either come standard with your installation or that are custom for your market are mapped and can be selected and the areas viewed. The information is appended relationally to the addresses and street segments contained in the Neighborhood Clusters<sup>®</sup>.

Users of our Mailing Xpert or Route Xpert applications can build Geodivisions for targeting orders or route creation within those application and the demographically coded Geodivisions can be exported to applications like Rockledge's Sales Point or Tactician Media or into a delivery router as a property of the router.



# Implementing GeoMarketing with Neighborhood Clusters<sup>®</sup>

There are three ways you can implement a Neighborhood Clusters<sup>®</sup> target marketing program.

1. Append our data to your data. We can either provide you with a subscription to our data sets and you can import it and append it to your data as you need.
2. Utilize the data in a mapping system. All of our information is spatially enabled to be capable of being mapped and viewed in any of the popular mapping systems.
3. Use the data within a Willowbend Application. Neighborhood Clusters<sup>®</sup> can be used to create GeoDivisions within our Mailing Xpert Application and routes within our Route Xpert software
4. Use the data or data results within a 3rd party application such as Rockledge's Sales Point sales application or Tactician Media's products.

Neighborhood Clusters<sup>®</sup> are available by the county or groups of counties, states and nationwide.

We provide a complete digital transportation quality map of the areas you license that can be viewed and managed in any of the popular mapping systems.

In addition to the standard demographic coding of Neighborhood Clusters<sup>®</sup> we license, a data set with over 1,000 additional demographics and other information is included. Power users can create their own associations with the Neighborhood Clusters<sup>®</sup> in the areas the license.

Licenses are for a minimum of 12 months and in addition to the initial data load, 3 updates are provided during that time frame. Pricing does not include the rental of our address file during this time frame. Ask for a quotation.

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