



Call us ...

We may be a little bit old fashioned for a high-tech company – We would like to talk to you.

When you are ready to discuss your needs, call us at 972.248.0451 X 230.

Available Catalogs

• Neighborhood Clusters™

Covers the Neighborhood Cluster product and its benefits to users for mailing, delivery and target marketing.

• Address Lists

Covers the 150 million plus household address file owned by Willowbend and the options for renting and using the file.

• Target Marketing

Covers the data files that are available for use in target marketing programs for mailing or for delivery or route service companies.

• Data Services

Covers the in-house services that Willowbend provides including data hygiene, lists standardization, geocoding, router building and more.

Applications

Covers the proprietary applications developed by Willowbend including Route Xpert², Operations Xpert (A publication or product web delivery information portal), Publications Xpert, and Mailing Xpert,

Neighborhood Clusters™ Catalog

October,
2009

Solutions For GeoMarketing

GeoMarketing is the integration of geographic information into direct mail programs, target marketing campaigns, and distribution processes. Integrating geographic information into these areas of business increases the cost effectiveness of any marketing program or distribution process..

Willowbend Corporation

Willowbend Corporation has been in the business of delivering sophisticated GeoMarketing solutions since 1988. Willowbend owns an address file of over 150 million households and business in the US, maintains a digital map of the US, has developed its own proprietary applications for distribution, mailing and marketing and is ready to help you find the answers.



Aggregated and Detail Level Data

Digital Street Based Clusters
Complete Address File
Targeting Information

The “Ultimate” Data Source for GeoMarketing



Whether some aspect of your business is mailing or delivery, Neighborhood Clusters™ from Willowbend are the ultimate source of information to find the optimal solution for your operations and marketing.

Stop spending hours trying to find all the data you need and then even more hours trying to aggregate it into a meaningful information tool. With Neighborhood Clusters™ all the work is already done for you.

When you license Neighborhood Clusters™ from Willowbend you can optionally receive aggregated and detail data including:

- A colorized map of the Neighborhood Clusters™ in the area licensed with address points
- A Postal Standard address file of the households and businesses in the area with CBG's, longitude and latitude and Neighborhood Clusters™ codes appended

- Zip9 router and street range router
 - Census Block Group map overlaid on Neighborhood Clusters™
 - Postal Carrier Route analysis by Neighborhood Clusters™
 - Neighborhood Neighborhood Clusters™ entry and exit analysis
 - Demographic breakdown of the Neighborhood Clusters™ licensed
- Neighborhood Clusters™ can be licensed by the US, State, County or Zip Code with for four annual updates. Neighborhood Clusters™ can be customized and maintained using Willowbend's Route Xpert² application. Route Xpert² can be installed at your location or can be used through Willowbend's remote access network.

If you already have an address database or list, Neighborhood Clusters™ can be appended to your proprietary database as a service by Willowbend. Contact Willowbend at 972.248.0451 x 230 for more information and pricing.



21st Century GeoMarketing Solutions

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“Byrdes of on kynde and color flok and flye always together”

No, spell check did not fail us.

This is the original quotation from [The Rescuing of Romish Fox](#), by William Taylor -- first published in 1545. Taylor didn't know the wide spread usage his prose would find over the centuries.

Today we say “Birds of a feather flock together.” This phrase has become one of the basic premises of target marketing in the 21st century. No one can waste money on marketing or distribution programs without knowing where the birds flock -- and what is the best way to reach them.

Retailers must know what potential customers are located close enough to their stores to be prospective customers. Target marketers must know what households or businesses share similar characteristics to be prospective buyers. Delivery companies must know which geographic areas are best combined into routes and delivery sequences. Media companies must be able to provide prospective advertisers with logical, tight groups of consumers that are their best audience.

Meeting these needs is what Neighborhood Clusters[™] are all about.



What are the benefits of working with Neighborhood Clusters[™]?

Here are a few

We don't have cute names – just accurate information

Neighborhood Clusters[®] are literally built from the ground up. We don't use sampling data to attribute cute names to our clusters. We start from a base of digital streets and our proprietary address file and build up the information. That means that our geography is complete and you will not find that you are working with areas that have barriers to travel or shopping. Neighborhood Clusters[™] are based on street connections and geographic barriers that cause people to “flock” together.

You get realistic measurements of sales and market potential

Neighborhood Clusters[™] and their attributes are built in conjunction with our 150 million + address file. We know how many homes or businesses there are on a street segment, and we can locate them for you on a map. That means that you get an accurate picture of the marketing potential for a Neighborhood Clusters[™]. Every area is not weighted the same.

Our data appending really works

Since we use our own postal standard address file, and because we maintain our data to USPS standards every 60 days, you will get extremely accurate matches to external data when you append Neighborhood Clusters[™] to your files. When we find addresses that we cannot match we process them through our data hygiene applications to determine if they can be linked to a Neighborhood Clusters[™]. That means that you will get much higher match rates than the 50% to 60% we see with some competitive products.

Our routers are based on reality not theory

Since we use our own postal standard address file, we produce routers for delivery and mailing organizations that have the real range of addresses that are present in a Neighborhood Clusters[™]. Whether you use our Zip9 Router or our Street Range Router, you will not get the “false positives” that come from routers that use ranges like “1 to 9,999”. That means that when you drill down on addresses they are really in the specific Neighborhood

Clusters[™] we said they were.

We believe you probably know more about the local market than we do

Neighborhood Clusters[™] that are large enough have secondary assignments of Census Block Groups. If a Neighborhood Clusters[™] is too large for your need, you can select a sub-set of the Cluster based on the Census definition. If a Neighborhood Clusters[™] is too small for your need, you can combine Clusters into “Geo-Divisions” to create the geography you need. This means that you can manage Neighborhood Clusters[™] based on your own knowledge of a market.

Data may change, but the home or business location is still in the same place

We change the information associated with an address on a regular basis. It may be on USPS Carrier Route “C004” this month and on USPS Carrier Route “C012” next month. The relationship of the Neighborhood



Solutions – Not Problems

Clusters[™] to the postal information changed, but the homes or businesses in the Cluster did not change. That means that you do not have to completely rebuild your marketing or distribution plan every time there is a change.

Mailing, delivery, or individual address solicitation -- it all works the same way

Regardless of the distribution method you are using, it all works the same with Neighborhood Clusters[™]. With the optional individual address lists provided with the Neighborhood Clusters[™]

product, you can reach residences or business the way that is best for you. That means that you can switch from one form of reaching potential customers to another with the same information from us.

Neighborhood Clusters[®] make ideal route or territory building blocks

Because Neighborhood Clusters[™] are based on street connections they are perfect for routing or territory creation. We can even provide you with an optimal path through each Cluster if you need it.

A Few Use Cases

Routing Building

- Publication Delivery
- Catalog and Directory Delivery
- Route Sales
- Service Companies

Target Marketing

- Retail Advertising by Radius
- Retail Advertising by Cluster
- Geo-Demographic Targeting

Infrastructure Management

- Cable Presence
- Targeted Local Media

Customer Prospecting

- Publication Subscribers
- Cable Subscribers
- Wireless Penetration

Our Secrets?
Data ownership, leading edge technology, and over 50 years experience

When you own an unduplicated address list of over 150 million residences and businesses in the US you can do many things someone who has to rent a list cannot do. We maintain our list to USPS standards every 60 days and link commercially available data as well as our proprietary Neighborhood Clusters[™] to the addresses.

We write and maintain the software and create the technology that is used to manage our data. We created our own geocoder to address problems we saw in the commercially available ones. We developed our own application to generate driving and walking sequences in Neighborhood Clusters[™] and routes. We have proprietary applications installed in enterprises delivering billions of consumer products annually.

Our principals have over 50 years of GeoMarketing and application development experience between them. Our experience shows in our client list that is covered with Fortune 500 companies.



A Neighborhood Clusters[™] Success Story

A large weekly publication wanted to move to more targeted routes from its current saturation delivery scheme

this major change in distribution in a fraction of the time they had expected it would take.

Willowbend provided the company with Neighborhood Cluster[®] maps and addresses for the areas in which they wanted to make the change. The company targeted the best demographics based on Neighborhood Clusters[™] and structured their new routes using the driving sequences provided for each Cluster. The company was able to effectively make

