

# Optimum Delivery

## Maximizing delivery, mailing, and advertising effectiveness

June 2010



Willowbend Corporation

### Special points of interest:

- \* Learn about the latest in geographic and demographic targeting techniques
- \* Go on-line at NeighborhoodReach.com and set up a complete turn-key program to increase your sales
- \* Find potential customers that you didn't know about

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## Neighborhood Clusters<sup>®</sup> – Increase Marketing Results and Quality

Neighborhoods provide important information to every delivery system, mailing drop or advertising campaign. Neighborhoods are a geographically localized area within a larger community where residents share many common characteristics. They include home prices, home age, income, lifestyle, shopping areas and sometimes ethnicity. As a result, they are a primary piece of information needed for any 21st century delivery company, mailer or marketer to be successful.

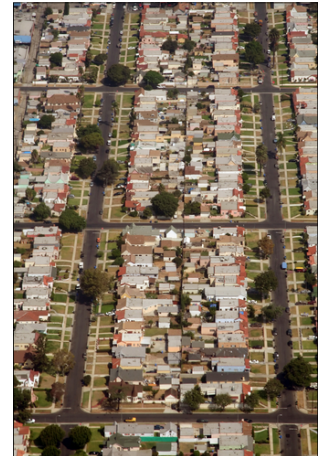
Neighborhoods are not limited by Zip Code or arbitrary definition. They are not geopolitical units. They are not defined by municipal boundaries. They are not limited to census geography.

Some have tried to define them on the

basis of lifestyle, but have found only limited success in identifying a complete definition of every neighborhood across the US.

Until now! Willowbend's Neighborhood Clusters<sup>®</sup> information and data cover the entire US. Every "neighborhood" is identified on the basis of its geographic characteristics that make it a Neighborhood Cluster<sup>®</sup>. Neighborhoods define shopping patterns. Neighborhoods define buying behavior. Neighborhoods define ease of delivery. Neighborhoods define "birds of a feather ..."

All the information needed to manage distribution, mailing, or advertising at the neighborhood level is available in the Neighborhood Clusters<sup>®</sup> product.



Neighborhoods are the ultimate target marketing geographic unit

## NeighborhoodReach.com – A Turnkey Program to Increased Sales

Starting in August 2010 log into NeighborhoodReach.com and order mailing lists along with special mailing products that you can use to advertise your business or event.

Lists and mailed advertising products

can be ordered individually or as a turnkey purchase. Select by Neighborhood Clusters<sup>®</sup> and if more targeting is needed add one of our 12 demographic selections.

Neighborhood Clusters<sup>®</sup> boundaries

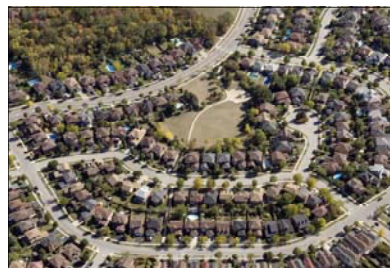
overlay a Google<sup>®</sup> map so you can actually see the geography you are want and have selected. Test different approaches and targets on-line until you reach the geography and pricing that works for you.

## Neighborhood Clusters – The Ultimate in Aggregated Marketing Data

Until now if you wanted to build a complete geographic and demographic data set for a market you had to try to bring together many sources. Sometimes the data matches up well, but most times it does not.

With Willowbend's Neighborhood Clusters product, all the synchronization and matching issues have been handled before you every get the information.

In one place you have the addresses, the digital streets, the boundaries,



Neighborhoods are easy to see

and the demographics you need to make decisions about routing, delivery, mailing, customer solicitation, or advertising. It becomes obvious when you start examining the targeting power of neighborhoods that this is the next step

in increasing your business penetration in a reasonable and cost effective manner.

Willowbend's data sets are updated every 30 days, meaning you will not get information that is months old or perhaps even older.

With Neighborhood Clusters information appended to our TeleAtlas digital street files you can map the results of your programs to actually see where your prospects live and why certain neighborhoods are important to increased business.

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**"We can identify the addresses where you currently have existing customers and where you are most likely to find more."**

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## Addresses – Nothing Good Happens Without the Right Addresses

Addresses are the first key element of the Neighborhood Clusters<sup>®</sup> aggregated data product.

We own an address file containing over 155 million addresses in the US. They are all in USPS standardized format and are updated monthly to be completely current.

The longitude and latitude of each address has been added where possi-

ble as well as information regarding whether it is a business or residence and whether it is currently occupied or vacant.

We can append Neighborhood Clusters<sup>®</sup> information to your existing address files or we can provide our address file for your use as a licensee of our aggregated data product.

We can identify the addresses where

you currently have existing customers and where you are most likely to find more.

We can produce "optimal" sequencing in a cluster's addresses so if you are conducting a driving or walking program in a neighborhood you will be able to minimize travel time and distance.

We Rent Lists.

## Streets – The Backbone of Any Geo-Marketing Program

Identifying consumer marketing areas or shopping areas requires a knowledge of the street infrastructure of an area. Major roads and highways become barriers to shoppers to travel from their homes to stores. Bridges and overpasses are the same.

Willowbend has identified through a proprietary process the streets that make up every "neighborhood" in the United States.

We look at the ability of a person in a car or truck to traverse a set of streets without hitting a barrier to travel such as a major road, a bridge, an interstate highway or another type of travel limiter.

Our street maps are enhanced with this information as well as address points and demographics. We can provide an optimal route through each neighborhood if you need it for deliv-



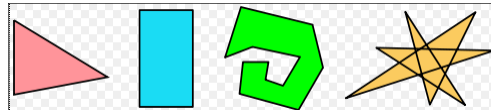
Streets are the main determinate of consumer trading areas

ery or solicitation and we can provide maps in all the popular mapping program formats.

## Polygons – Remember Geometry?

Polygons come in all shapes and sizes. In geometry, polygon has a specific meaning. However, in the world of data and computers it tends to mean a shape that is manipulated to cluster certain types of data together. Neighborhood Clusters<sup>®</sup> are identified by the street segments that make them up, but for the purpose of selecting them to be part of a marketing program a polygon representing them is needed – and we provide that for you. A State boundary is a polygon. A county boundary or a municipal

boundary is a polygon. A Zip Code or a Census Block Group is a polygon. And so are combinations of streets and addresses that compose Neighborhood Clusters<sup>®</sup>.



Polygons come in all shapes and sizes

It is these polygons that allow you to select the geography with the addresses, streets and demographics attached with one selection.

Using a traditional mapping program such as MapInfo or ESRI you can select all the polygons that are within a certain radius of a store or shopping center. If your current customer information has been appended to the polygons, you can select all the polygons where you have the highest customer penetration.

Also, we sell Zip Code polygons and USPS Carrier Routes Polygons. We can build delivery route polygons for you too.

Callus.

## Demographics

We identify the Census Block Group for every address we own. From that we identify the Census Block Group that represents the street block on which those addresses reside. From that we identify and proportion the Census Block Group information to the complete street segment in each cluster and from that to the Neighborhood Clusters<sup>®</sup>.

We maintain over 900 demographic variables that can be attached to each address and cluster. However, we supply 12 of the most asked for demographics for your use in targeting the best households for your business.

- \* They include:
- \* High Income
- \* High Education
- \* Presence of Children
- \* New Homes
- \* Older Homes
- \* Senior citizens
- \* And more ...

We can append custom demographics to our clusters if you specify what you need.

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**We maintain over 900 demographic variables that can be attached to each address and Neighborhood Cluster<sup>®</sup>**

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## Uses



Avoid the marketing maze with Neighborhood Clusters<sup>®</sup>

### New Subscriber Program

A daily newspaper seeking new sub-

scribers. Using Neighborhood Clusters we were able to identify the ones that had the highest probability of generating new subscriptions. The marketing director has reported the most successful campaigns they have ever had as a result of the addresses for mailing we selected.

### Optimal Routing

A customer needed to create delivery

routes in an area they had no operations in order to accommodate a new product they had acquired. Using Neighborhood Clusters<sup>®</sup> we created delivery routes that were optimally organized and sensible in terms of time on the route for delivery personnel.

Contact us for more success stories on the use of clusters.



## Willowbend Corporation

17440 Dallas Pkwy  
Ste 212  
Dallas, TX 75287  
Phone: 972.248.0451 x226  
Fax: 972.732.88075  
E-mail: support@willowbend.com

### 21st Century Geo-Marketing Solutions



### What is 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 has been providing GeoMarketing and Distribution Marketing solutions since 1988.

### Ordering

You can order directly from our NeighborhoodReach.com site or you can contact us for more information at 972.248.0451 extension 230.

We are a little old fashioned for a high technology company in that we think it is best to talk to you directly about your needs.

We maintain a complete data services group that can process your information and provide you what you need often quicker and for less cost that doing the work yourself. Let us provide a quote to you if you have a specific need in mind, but are not sure how to handle it.

Generally, orders for data are filled

within 48 hours. We accept all major credit cards and can invoice your company following credit approval.

Neighborhood Clusters data is available at the county, state or US levels. Addresses can be ordered at the USPS Carrier Route or Zip Code levels. Demographics are available at all levels.

Customer Service and ordering is available from 8am to 5pm Central Time. Contact us;

972.248.0451 X 230

Lists@willowbend.com

Support@willowbend.com



We maintain a modern data center facility in Dallas, Texas