MEET MELISSA, MARIA AND MICHELLE: THREE MIDDLE-AGED WOMEN. OUR DATA REVEAL WHO THEY ARE AND HOW BEST TO CONNECT WITH THEM.

WHERE THEY LIVE, WORK AND SHOP

LIVES

Melissa
Suburban Single-Detached House Built in 1990s
Melissa loves spending time with our three kids outdoors, fishing or camping. As an immigrant, I’m happy to have a successful career in Canada. I ‟m excited to have watching my kids play soccer.”

Maria
Heritage Hubs

Heritage Hubs

Urban Single-Detached House Built in 1980s
Maria enjoys driving her car to service sector work. Maria keeps us busy now with the arts and travel in university.

Michelle
Urban Villages

Urban Villages

Row House
Michelle loves spending time with her husband and I love spending time with our three kids outdoors, fishing or camping. "As an immigrant, I’m happy to have a successful career in Canada. "I’m excited to have watching my kids play soccer.”

WORKS

Melissa
Suburban Mall Commutes by Car
Melissa drives to work. Melissa is a dental hygienist.

Maria
Downtown-High-Rise Times Public Transport
White Color
Maria has a university education. Maria drives to work. Maria has a university education. Maria is a bank executive.

Michelle
Home Office Walk to Clients
White Color
Michelle has a degree. Michelle drives to work. Michelle has a university education. Michelle is a bank executive.

SHOPS

Melissa
Lee Valley Tools
Melissa loves spending time with our three kids outdoors, fishing or camping. As an immigrant, I’m happy to have a successful career in Canada. "I’m excited to have watching my kids play soccer.”

Maria
Loblaws
Melissa loves spending time with our three kids outdoors, fishing or camping. As an immigrant, I’m happy to have a successful career in Canada. "I’m excited to have watching my kids play soccer.”

Michelle
Golf Town
Michelle loves spending time with our three kids outdoors, fishing or camping. As an immigrant, I’m happy to have a successful career in Canada. "I’m excited to have watching my kids play soccer.”

HOW TO REACH THEM

TV

Baseball, Basketball, Auto Racing
Basketball, Kids Shows
Basketball, Football, Silvias

RADIO

Baseball, Basketball, Auto Racing
County, Country Rock
Top-40, News, Multicultural
Classic Hits, Sports

NEWSPAPER

Chief Executive, Automotive
Computer, High Tech
New Horizons, Business/Financial

MAGAZINES

Garden, Children & Teen
Parenting, Technology
Business & Finance, Canadian Living

ONLINE

Post Content, Downloading, Reading
Fashion & Beauty
Sports, Restaurant Guides, Reviews

DIGITAL BEHAVIOUR

DIFFERENTIATED

Online Parks, Social Networking, Earning To Perish

MOBILE/SOCIAL MEDIA

PINTEREST

LINKEDIN

TWITTER

OUR DATABASES


"CoreDataPlus variables of Income, Influence, Drug & Fitness locations, Shopping Centres, FinancialInstitutions, Retail Locations"
The latest edition of PRIZM5 gives you unprecedented access to the most refined and versatile segmentation system in the world. Now you can discover hidden opportunities and position your brand to capture them by analyzing and understanding your customers and markets. PRIZM5 helps marketers determine the best way to reach their prospects and develop marketing campaigns that are compatible, ENVISION5 delivers all of its data and enhanced capabilities for better mapping, gis, and interactive dashboards and interface, interactive dashboards and seeing your favourite tools, giving you quick access to your favourite tools, even before our experts do. The cloud-based platform features new workflows and tools that enable you to navigate the data in a more intuitive way, making it easier to use and visualize data. With ENVISION5, you can easily adjust your view, zoom, and interact with the data, allowing you to drill down into specific segments and populations. The latest edition of ENVISION gives you new features and enhancements, making it even more powerful and versatile for your marketing needs. The cloud-based platform allows you to access and analyze your data from anywhere, anytime, giving you the flexibility to make informed decisions on the go. The new features and enhancements of ENVISION5 include improved data visualization, enhanced capabilities for better mapping, gis, and interactive dashboards, and the ability to access your data from anywhere, anytime.