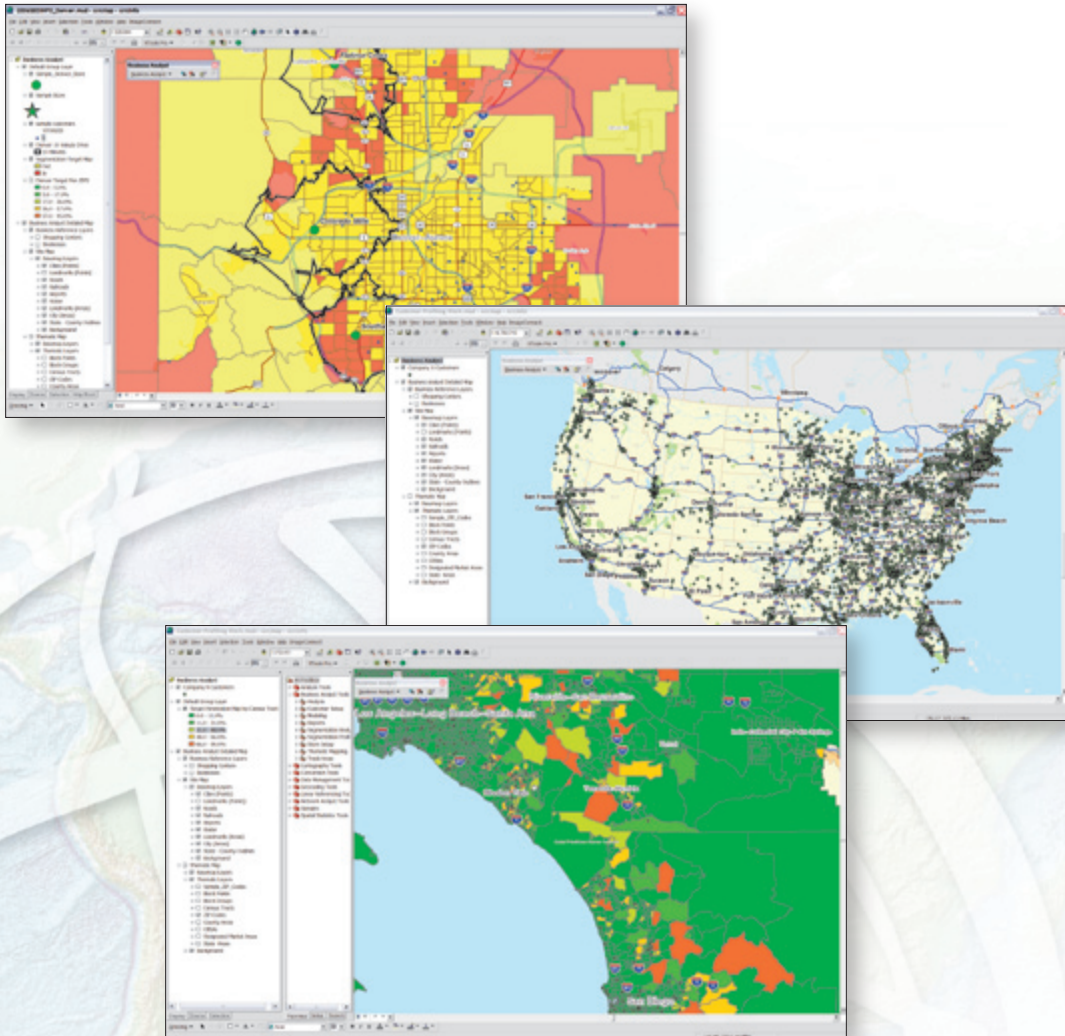


# ArcGIS® Business Analyst Segmentation Module

Advanced Customer Analysis



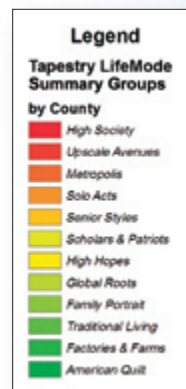
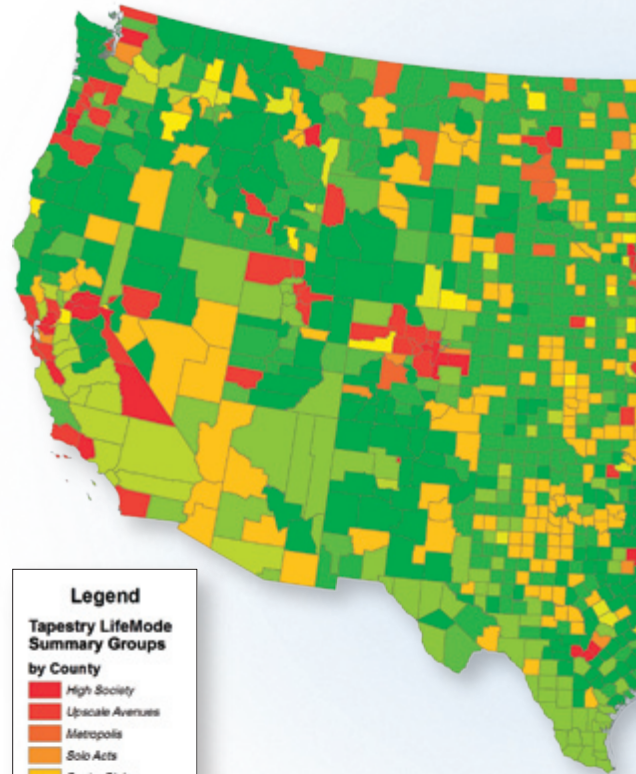
# ArcGIS® Business Analyst Segmentation Module

## *Advanced Customer Analysis*

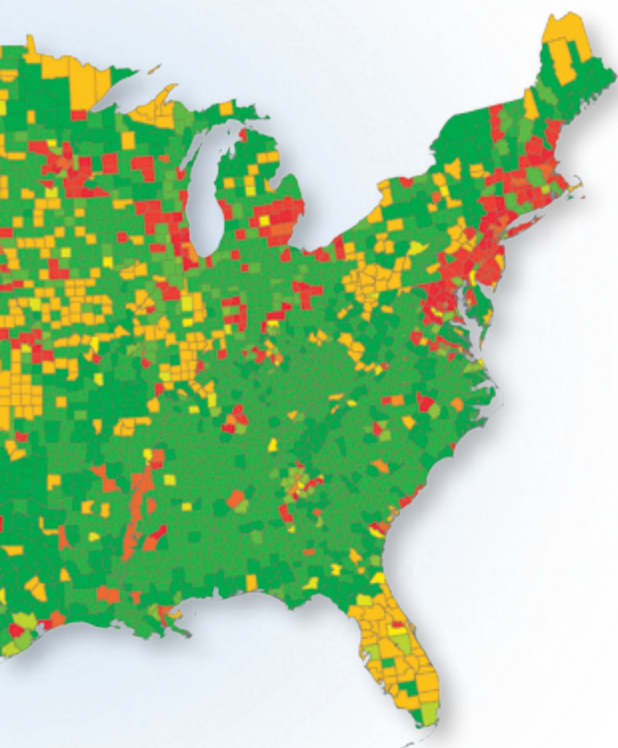
*ArcGIS® Business Analyst Segmentation Module is an optional customer analytics package that integrates seamlessly into ArcGIS Business Analyst. Use the ArcGIS Business Analyst Segmentation Module to better understand customers and prospects, estimate product usage and market potential, perform competitive analyses, identify cross-selling opportunities, reveal secondary markets, and develop comprehensive segmentation studies. Together with ArcGIS Business Analyst, the Segmentation Module provides a comprehensive segmentation analysis tool that is unbeatable in today's marketplace.*

## ArcGIS Business Analyst Segmentation Module Includes

- Community™ Tapestry™, ESRI's segmentation system, at the block group geography level
- Community Coder geocoding software
- Consumer survey data from Mediamark Research Inc.
- Intuitive wizards that guide you through the production of segmentation studies



Segment Number and Name: 08 *Laptops and Lattes*  
LifeMode Summary Group: L4 *Solo Acts*  
Urbanization Summary Group: U1 *Principal Urban Centers I*  
Description: Affluent singles who rent



Segments in Community Tapestry's 12 LifeMode summary groups are characterized by lifestyle and life stage and share an experience, such as being born in the same time period, or a trait such as affluence.

## ArcGIS Business Analyst Segmentation Module Can Help You Answer

- Who are my core customers?
- Who are my developmental customers?
- What do they buy?
- How can I reach them?
- Where can I find more like them?

## Proven Segmentation System Integrated in ArcGIS Business Analyst

The ArcGIS Business Analyst Segmentation Module leverages ESRI's segmentation system, Community Tapestry, that represents the fourth generation of market segmentation systems developed 30 years ago. Community Tapestry classifies U.S. neighborhoods (block groups) into **65 segments** based on their socioeconomic and demographic composition. This effective system helps you profile, target, reach, and sell to current and prospective customers.

To learn more about ArcGIS Business Analyst Segmentation Module, visit [www.esri.com/segmodule](http://www.esri.com/segmodule).

Segment Number and Name: 25 *Salt of the Earth*  
LifeMode Summary Group: L11 *Factories and Farms*  
Urbanization Summary Group: U10 *Rural I*  
Description: Settled, traditional, and hardworking





## Workflow for Customer Segmentation

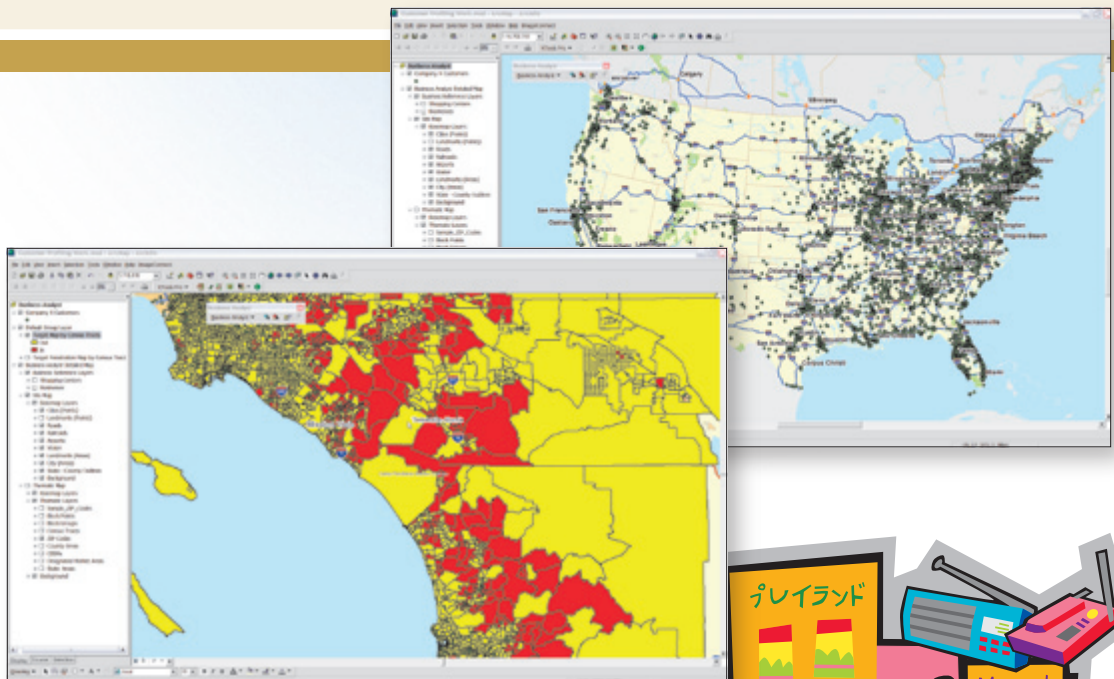
Define your core and developmental customers by integrating your customer data with ESRI® demographic, market potential, and Community Tapestry segmentation data.



## Segmentation 101

For the past 30 years, companies, agencies, and organizations have used segmentation to divide and group their consumer markets to more precisely target only their best customers and prospects. This targeting method is superior to using scattershot methods that might attract these preferred groups. Segmentation explains customer diversity, simplifies marketing campaigns, describes lifestyle and life stage, and incorporates a wide range of data.

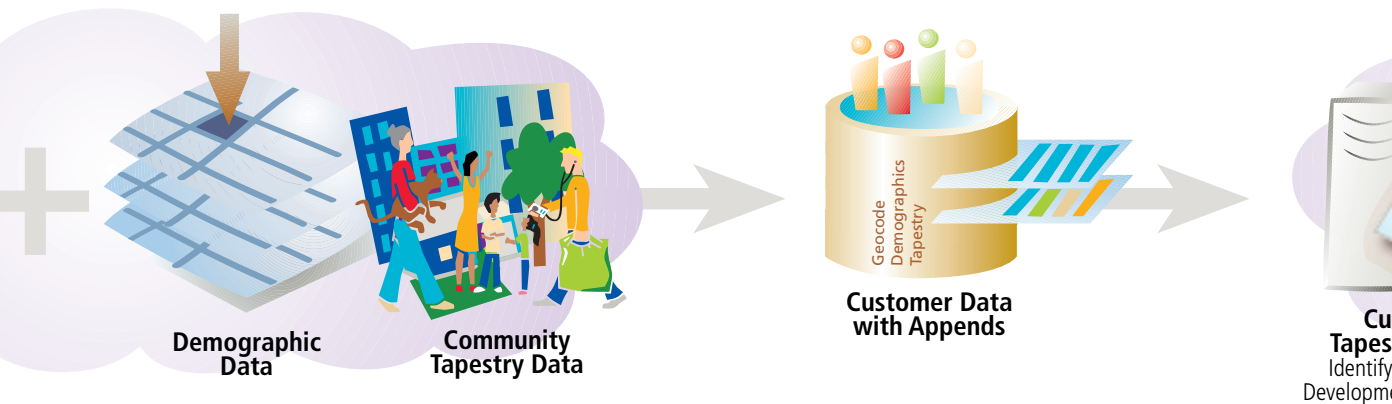
Segmentation systems operate on the theory that people with similar tastes, lifestyles, and behaviors seek others with the same tastes—hence the adage “like seeks like.” These behaviors can be measured, predicted, and targeted. ESRI’s segmentation system, Community Tapestry, is included in the ArcGIS Business Analyst Segmentation Module and combines the “who” of lifestyle demography with the “where” of local neighborhood geography. Community Tapestry creates a model of various lifestyle classifications or segments of actual neighborhoods with addresses—distinct behavioral market segments.



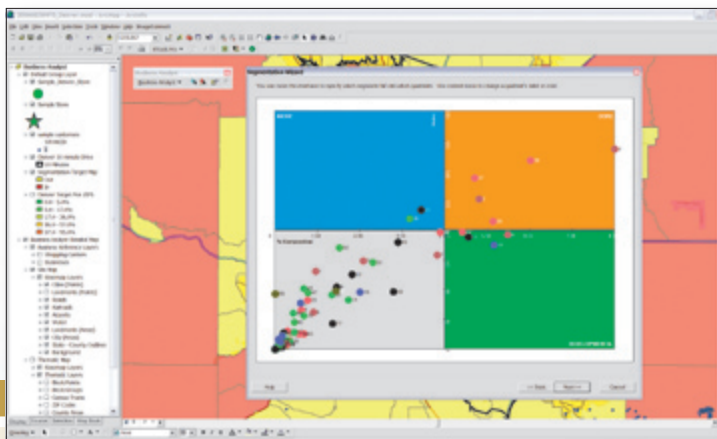
*These maps illustrate the presence of core customer populations in selected market areas.*

**Segment Number and Name:** 35 *International Marketplace*  
**LifeMode Summary Group:** L8 *Global Roots*  
**Urbanization Summary Group:** U1 *Principal Urban Centers I*  
**Description:** Densely populated, urban, ethnically diverse





*This interactive game plan chart shows how customer data falls into each quadrant graphically. From this, you can say any segment that contains at least 4 percent of your total customer base and has an index above 100 will be in your core segment. You can adjust the percent and index by interactively moving the line up or down.*



## Maximize Your Customer Data with Geocoding

ArcGIS Business Analyst Segmentation Module includes at least two Community Tapestry coded categories from the consumer survey database conducted by Mediamark Research Inc. This survey measures demand for a variety of products and services. Use your customer records to quickly create customer profiles by product preferences with Community Tapestry segments. These profiles can also be used as a substitute for customer data and as benchmarks to identify profitable or underperforming segments compared to the national consumer survey data.

Community Coder geocoding software is included in the ArcGIS Business Analyst Segmentation Module and provides a fast data-appending and geocoding tool. Community Coder, combined with the powerful Centrus® GeoCoder from Group 1 Software, enables you to geocode customer records individually or in batch mode. With Community Coder you can append Community Tapestry segmentation and demographic data to customer records as well. You can accurately segment your customer database and enhance your customer records to obtain a more comprehensive profile of lifestyle and shopping behavior. More accurate customer segmentation means that marketing and sales messages can be aimed at specific target audiences. This increases response rates and diminishes the possibility of mailing to the wrong audience, thereby reducing mailing costs.



**Segment Number and Name:** 12 *Up and Coming Families*  
**LifeMode Summary Group:** L9 *Family Portrait*  
**Urbanization Summary Group:** U7 *Suburban Periphery I*  
**Description:** Young, affluent families with small children

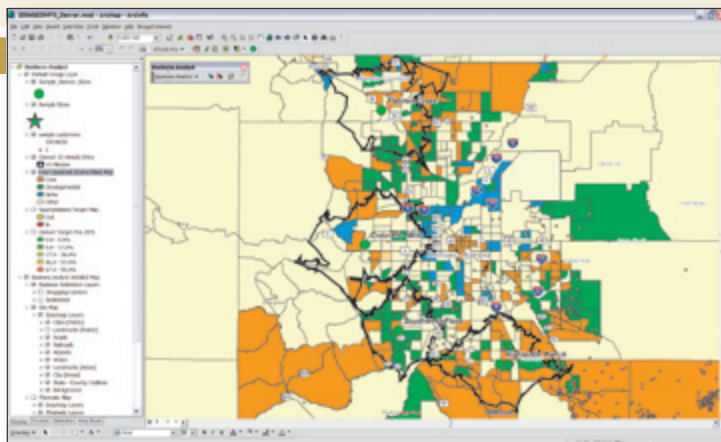


## Enhanced Customer Profiling

A cornerstone of business success is a thorough knowledge of your customers. For example, do you know about the types of people who purchase your products or services? Accurate, precise knowledge of customer types can increase your company's effectiveness—and revenues—by

- Locating new sites near your core customers
- Evaluating the success of existing sites
- Selecting merchandise suited to your core customer types
- Sending the right media messages to the right audiences
- Targeting your direct mail and other promotions to the most responsive recipients

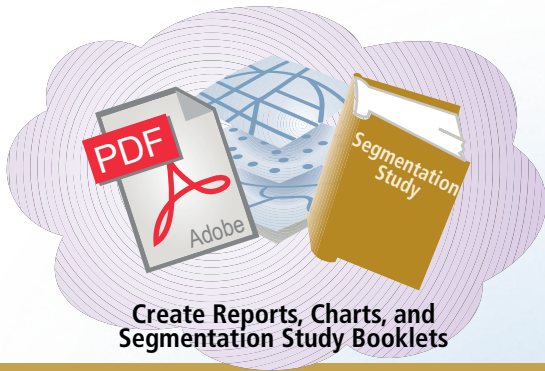
ArcGIS Business Analyst Segmentation Module can provide you with this information.



*This four-quadrant game plan map shows block groups in orange, which represent core customer segments. The green block groups represent developmental segments. You can use the results from a four-quadrant game plan map to design a different marketing plan for each customer group.*



**Segment Number and Name:** 53 *Home Town*  
**LifeMode Summary Group:** L11 *Factories and Farms*  
**Urbanization Summary Group:** U8 *Suburban Periphery II*  
**Description:** Low-density, settled neighborhoods



Create Reports, Charts, and Segmentation Study Booklets

## Create Segmentation Study Booklets

For more comprehensive research about your customers, prospects, and market areas, you can create presentation-quality segmentation studies. These studies are a collection of reports, charts, maps, and analysis that enable users to identify their core and developmental customers. *Core* customers are Community Tapestry segments with a high percentage of a customer base. *Developmental* customers are a significant percentage of a customer base and market area but show a below-average index for potential.

- Color-coded guides enable segmentation novices and experts to instantly create understandable studies.
- To save time, create and save segmentation study templates for future analyses.



*Easy-to-use wizards guide you through the process of creating graphs, charts, and reports.*

## Boardroom-Ready Maps and Reports

Creating reports, maps, and charts that describe customer types with ArcGIS Business Analyst Segmentation Module is a snap with the help of intuitive wizards. Reports can be produced individually or batched for output in a variety of formats. Segmentation novices and experts can use annotated reports to easily understand and interpret a Community Tapestry profile, quadrant map, or bar chart of Community Tapestry segments and instantly translate them into a thematic map. These boardroom-ready materials can easily be inserted into client and sales presentations, training materials, and marketing pieces. Reports, maps, and charts can be customized by changing colors, symbols, and ranges, adding an organization's "signature" to each analysis.

To learn more about ArcGIS Business Analyst Segmentation Module, visit  
[www.esri.com/segmodule](http://www.esri.com/segmodule).





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*For more than 35 years, ESRI has been helping people make better decisions through management and analysis of geographic information. A full-service GIS company, ESRI offers a framework for implementing GIS technology and business logic in any organization from personal GIS on the desktop to enterprise-wide GIS servers (including the Web) and mobile devices. ESRI GIS solutions are flexible and can be customized to meet the needs of our users.*

## For More Information

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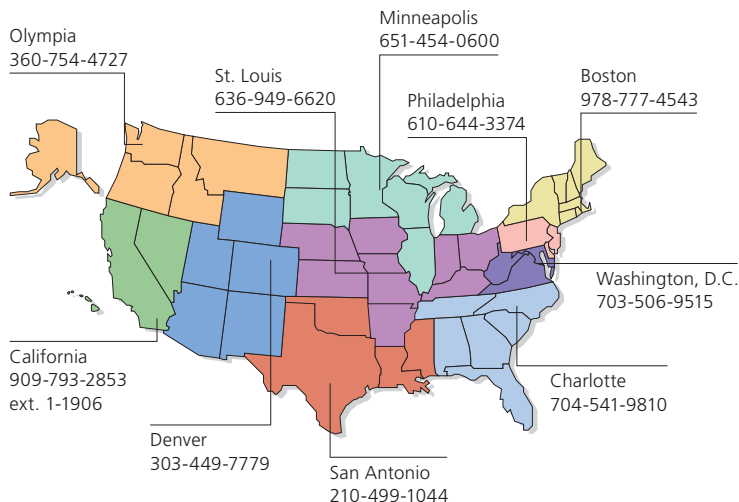
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