

# MARKETCONNECT<sup>®</sup>

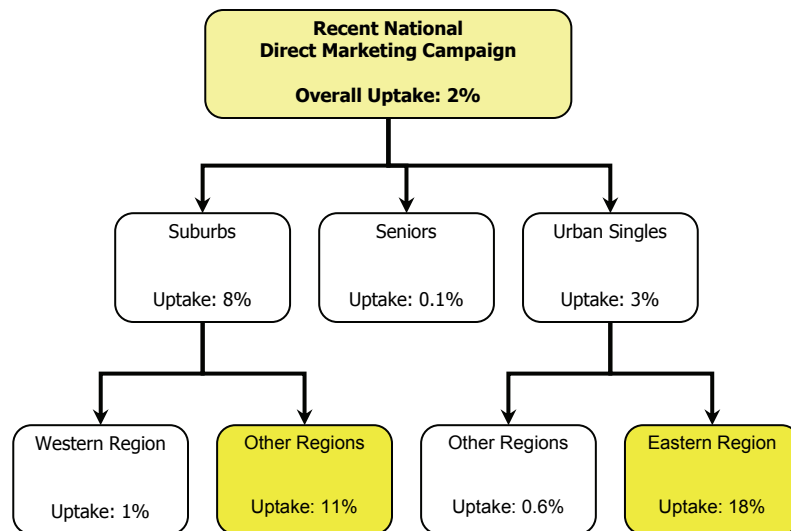
NICHE MARKETS THROUGH ANALYTICS.

## CUSTOMER PROFILING

MarketConnect can profile your customer database for use in our analytics process to find your niche markets using lifestyle, activity, financial products and shopping databases (up to 2,500 different variables).

## ANALYTICS

Upon completion of the customer database profiling process, an analytic engine (CHAID) is applied to the data. The result appears in the form of a tree diagram that indicates markets that are independent and differentiated by sales potential.



Some markets have very good results while others are limited. Selecting the best markets will reduce your acquisition costs because of their higher incidence of sales. In each of the selected markets, we will provide you with the household or business records located in each of these target markets.

For more information call (905) 474-5271 or visit us online at <http://www.smres.com>

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## SM RESEARCH

SMART DATA. SMARTER DECISIONS.