

Business Profile Sample



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www.CustomerScan.com

For more information and to order

Or call toll free

866-571-3111

How to Get the Most Out of Your CustomerCast

CustomerScan helps you understand your customers and how to find more just like them. In three simple steps, you can purchase a list of prospects in your trade area that look just like your best customers.

Step One: Review your CustomerScan Profile

Step Two: Run Your Count

After you have reviewed the Profile, request a prospect count report on **www.CustomerScan.com**. Please note that a CustomerScan Profile is most accurate within 90 days. Once you submit your count report request you will receive your count report via email.

Step Three: Order your Data

Review your count report and place your order with **www.CustomerScan.com**. Your order will be fulfilled to your specifications. Orders are typically completed within hours.

Step Four: Mail your promotion to your new list of potential customers

After you receive your new list, you can start promoting to them. Visit **www.PostcardServices.com** to mail postcards directly to them.



Who are my customers?

Customers

Records Uploaded	33,169
Total Records Matched	33,118
Unique Records Matched	33,118
Match Rate	99%

Your customers are most highly concentrated in these demographic segments

Demographic	Value/Range	Percent
Location Type	Single Location	99%
Biz Selects	B2C	82%
SIC Division	Retail Trade	80%
Annual Sales	Under \$500,000	65%
Employees	1 - 4 Employees	58%
Biz Selects	B2B	34%
SIC2 Code	Miscellaneous Retail	28%
eBiz Score	5	23%
Region	Pacific	21%
Employees	5 - 9 Employees	20%

Who are my best prospects?

CustomerScan determines the best prospects in your trade area based on the characteristics of your customer's profile

Defined Trade Area

Total Prospects

13,604,958

Recommended Prospects

Premium Select Targets

693,264

Prospects with Highest Statistical Similarity to Existing Customers

Approx. Top 5% of Prospects

Preferred Select Targets

685,324

Prospects with Statistical Similarity to Existing Customers, except Premium

Approx. Next Top 5% of Prospects

Select Targets

1,368,069

Prospects with Moderate Statistical Similarity to Existing Customers, except Premium and Preferred

Approx. Next Top 10% of Prospects

Records from the select target groups are available at www.postcardservices.com

The actual number of records available in each group may differ slightly due to file updates and adjustments.



Demographic Overview

These demographic elements have been analyzed individually and the results are presented in subsequent pages. Values/ranges that constitute at least 1% of your customer base are included in the tables and those with penetration indexes of 120 or higher are shaded in yellow. For demographic attributes having more than 8 categories, only the top 8 categories will be illustrated.

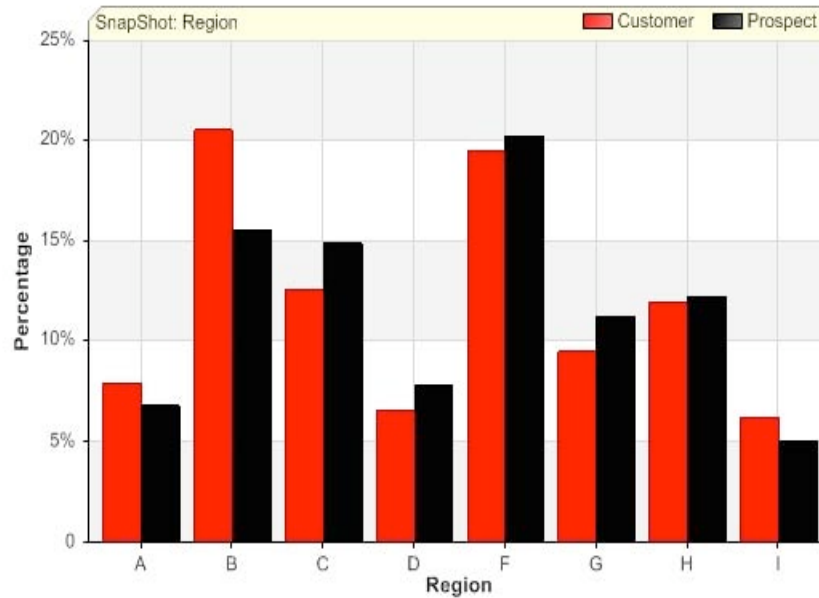
Penetration indexes are an indication of your trade area market penetration for that specific attribute. Using 100 as the average, indexes greater than 100 indicate that you are attracting more of that attribute than what might otherwise be expected. That could be an indication that you are particularly successful at attracting that market attribute. However, it can also mean that your trade area market potential for that attribute is diminishing.

Conversely indexes less than 100 indicate that you are attracting less of that attribute than what might otherwise be expected. That could be an indication your trade area market potential for that attribute represents a real opportunity for you.

- Region
- SIC Division
- SIC2 Code
- Biz Selects
- Annual Sales
- Employees
- Location Type
- Years in Business
- eBiz Score
- SOHO



Region



Regions consist of the following:

Mountain: AZ, CO, ID, MT, NV, NM, UT, & WY

Pacific: AK, CA, HI, OR, & WA

East North Central: IL, IN, OH, MI, & WI

West North Central: IA, KS, MN, MO, NE, ND, & SD

East South Central: AL, KY, MS, & TN

South Atlantic: DE, FL, GA, MD, NC, SC, VA, DC, & WV

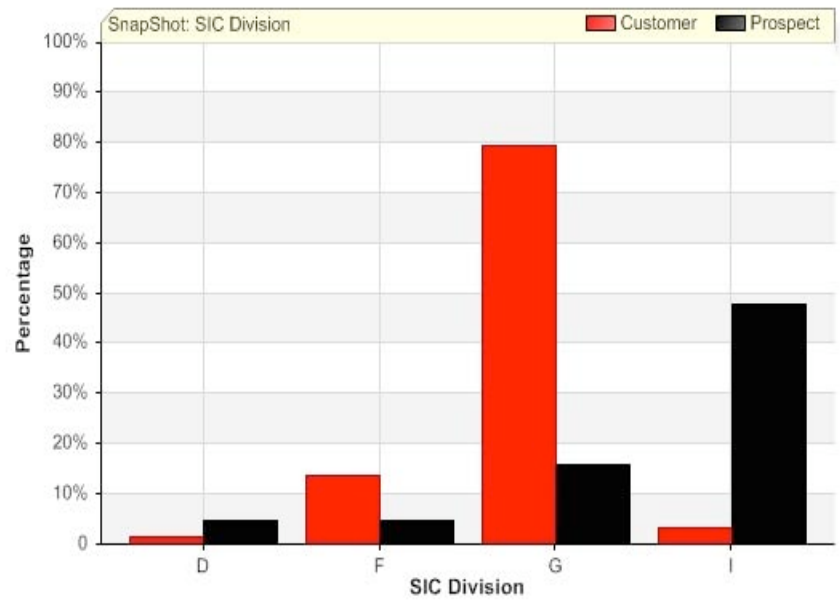
West South Central: AR, LA, OK, & TX

Middle Atlantic: NJ, NY, & PA

New England: CT, ME, MA, NH, RI, & VT

Region	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
B - Pacific	6,805	21%	2,121,199	16%	132
F - South Atlantic	6,460	20%	2,752,687	20%	96
C - East North Central	4,165	13%	2,025,559	15%	84
H - Middle Atlantic	3,969	12%	1,667,101	12%	98
G - West South Central	3,144	9%	1,532,181	11%	84
A - Mountain	2,615	8%	925,759	7%	116
D - West North Central	2,177	7%	1,061,990	8%	84
I - New England	2,066	6%	685,888	5%	124

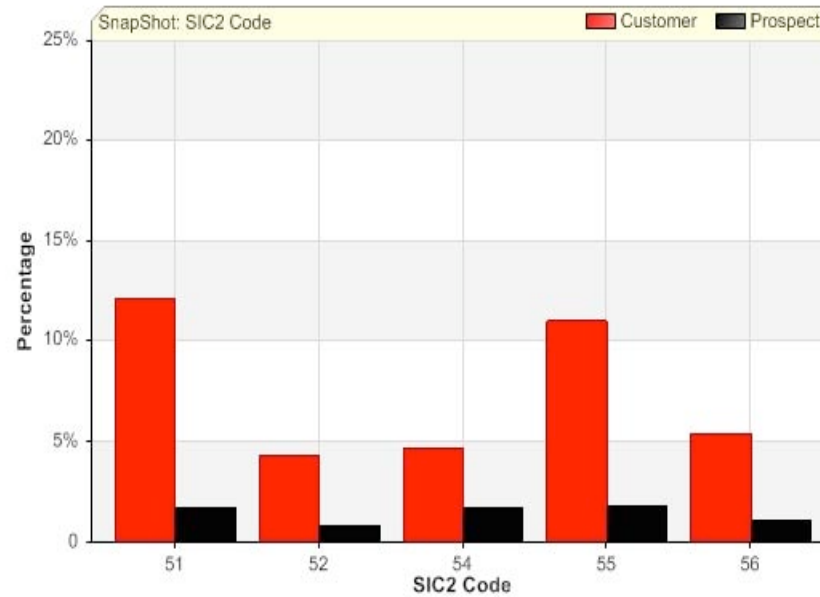
SIC Division



SIC Division	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
G - Retail Trade	26,329	80%	2,150,384	16%	503
F - Wholesale Trade	4,585	14%	658,551	5%	286
I - Services	1,052	3%	6,516,297	48%	7
D - Manufacturing	517	2%	619,857	5%	34

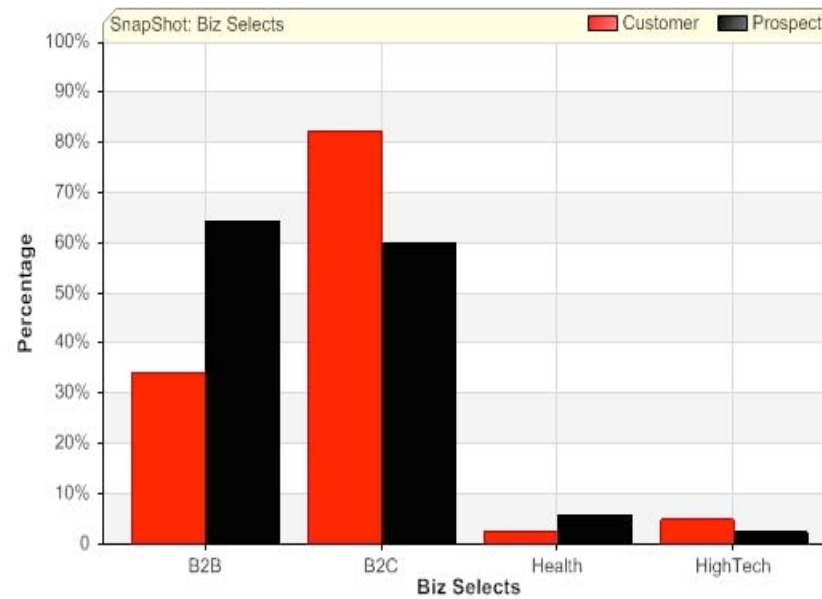


SIC2 Code



SIC2 Code	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
59 - Miscellaneous Retail	9,261	28%	641,679	5%	593
58 - Eating and Drinking Places	4,739	14%	523,044	4%	372
51 - Wholesale Trade - Nondurable Goods	4,015	12%	231,978	2%	711
55 - Auto Dealers and Gasoline Service Stations	3,653	11%	247,322	2%	607
57 - Home Furniture Furnishings Equipment Stores	3,649	11%	190,103	1%	789
56 - Apparel and Accessory Stores	1,801	5%	151,474	1%	488
54 - Food Stores	1,559	5%	229,712	2%	279
52 - Build Mtrl Hrdwr Grdn Sply Mobile Home Deals	1,437	4%	115,321	1%	512

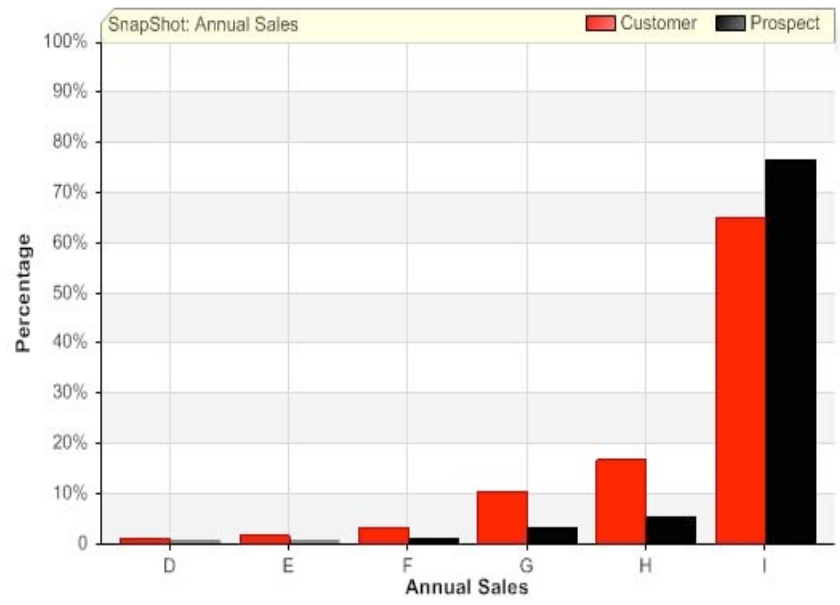
Biz Selects



Biz Selects	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
B2C	27,314	82%	8,176,759	60%	137
B2B	11,333	34%	8,761,536	64%	53
HighTech	1,609	5%	323,797	2%	204
Health	835	3%	800,926	6%	43



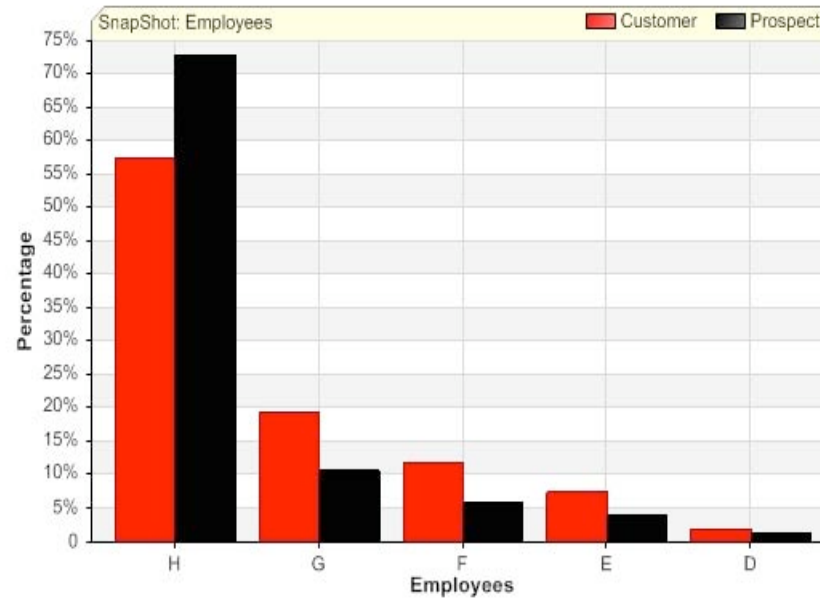
Annual Sales



Annual Sales	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
I - Under \$500,000	21,539	65%	10,439,975	77%	85
H - \$500,000 - \$999,999	5,573	17%	719,005	5%	318
G - \$1,000,000 - \$2,499,999	3,505	11%	452,453	3%	318
F - \$2,500,000 - \$4,999,999	1,064	3%	154,353	1%	283
E - \$5,000,000 - \$9,999,999	583	2%	79,552	1%	301
D - \$10,000,000 - \$99,999,999	388	1%	73,831	1%	216



Employees



Employees	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
H - 1 - 4 Employees	19,049	58%	9,924,911	73%	79
G - 5 - 9 Employees	6,462	20%	1,455,857	11%	182
F - 10 - 19 Employees	3,935	12%	798,871	6%	202
E - 20 - 49 Employees	2,473	7%	556,958	4%	182
D - 50 - 99 Employees	659	2%	200,431	1%	135



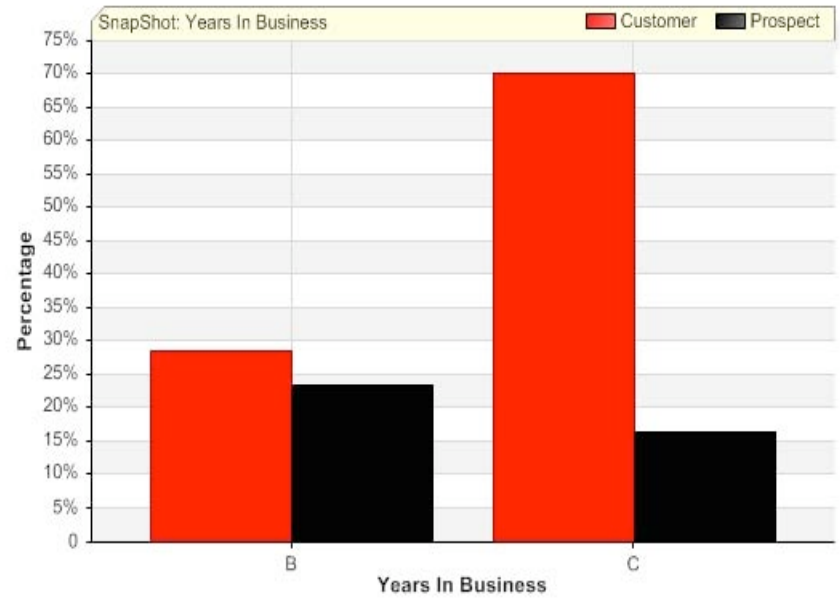
Location Type



Location Type	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
0 - Single Location	32,839	99%	12,160,156	89%	111



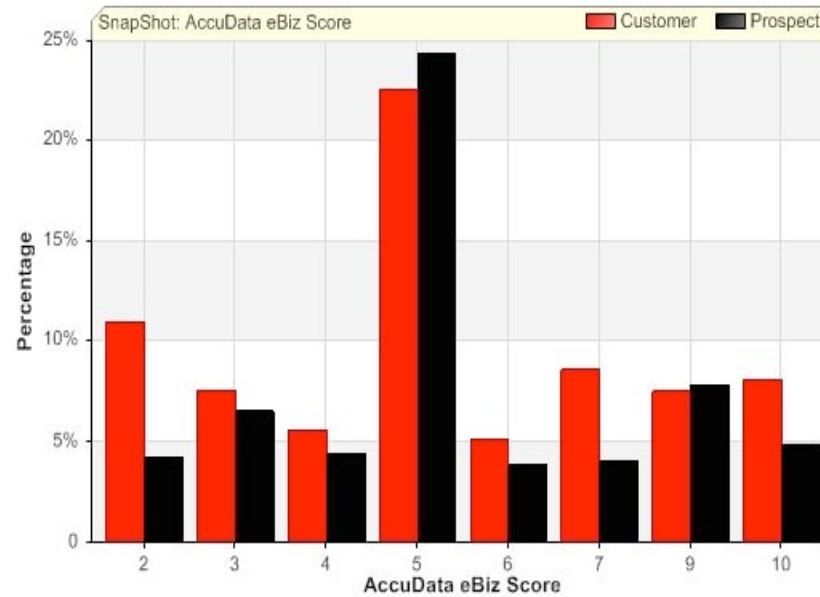
Years in Business



Years In Business	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
C - 6 to 10	23,250	70%	2,237,803	16%	427
B - 2 to 5	9,490	29%	3,175,362	23%	123

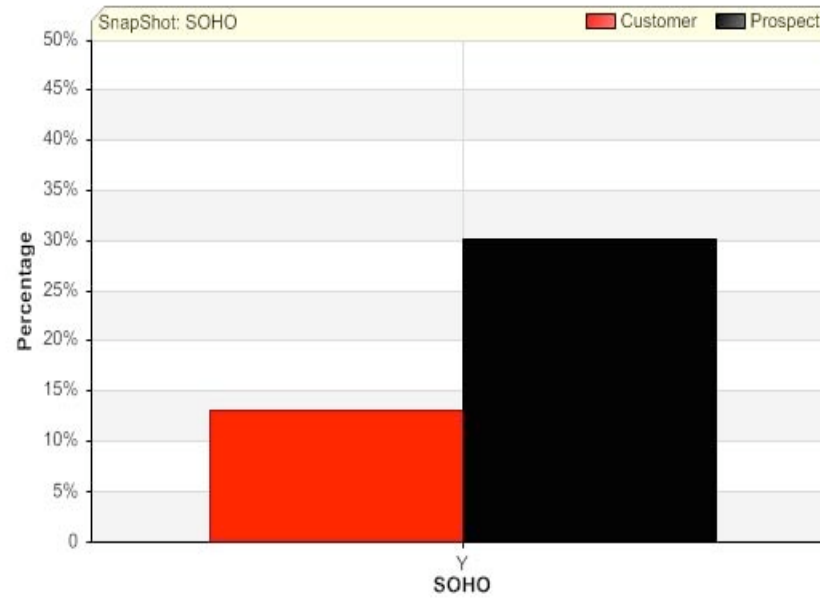


eBiz Score



eBiz Score	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
5	7,480	23%	3,310,997	24%	93
2	3,640	11%	579,451	4%	258
7	2,845	9%	554,375	4%	211
10	2,692	8%	661,637	5%	167
3	2,507	8%	889,382	7%	116
9	2,495	8%	1,059,474	8%	97
4	1,856	6%	600,472	4%	127
6	1,696	5%	523,300	4%	133

SOHO



SOHO	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
Y - Home Office	4,334	13%	4,120,799	30%	43



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