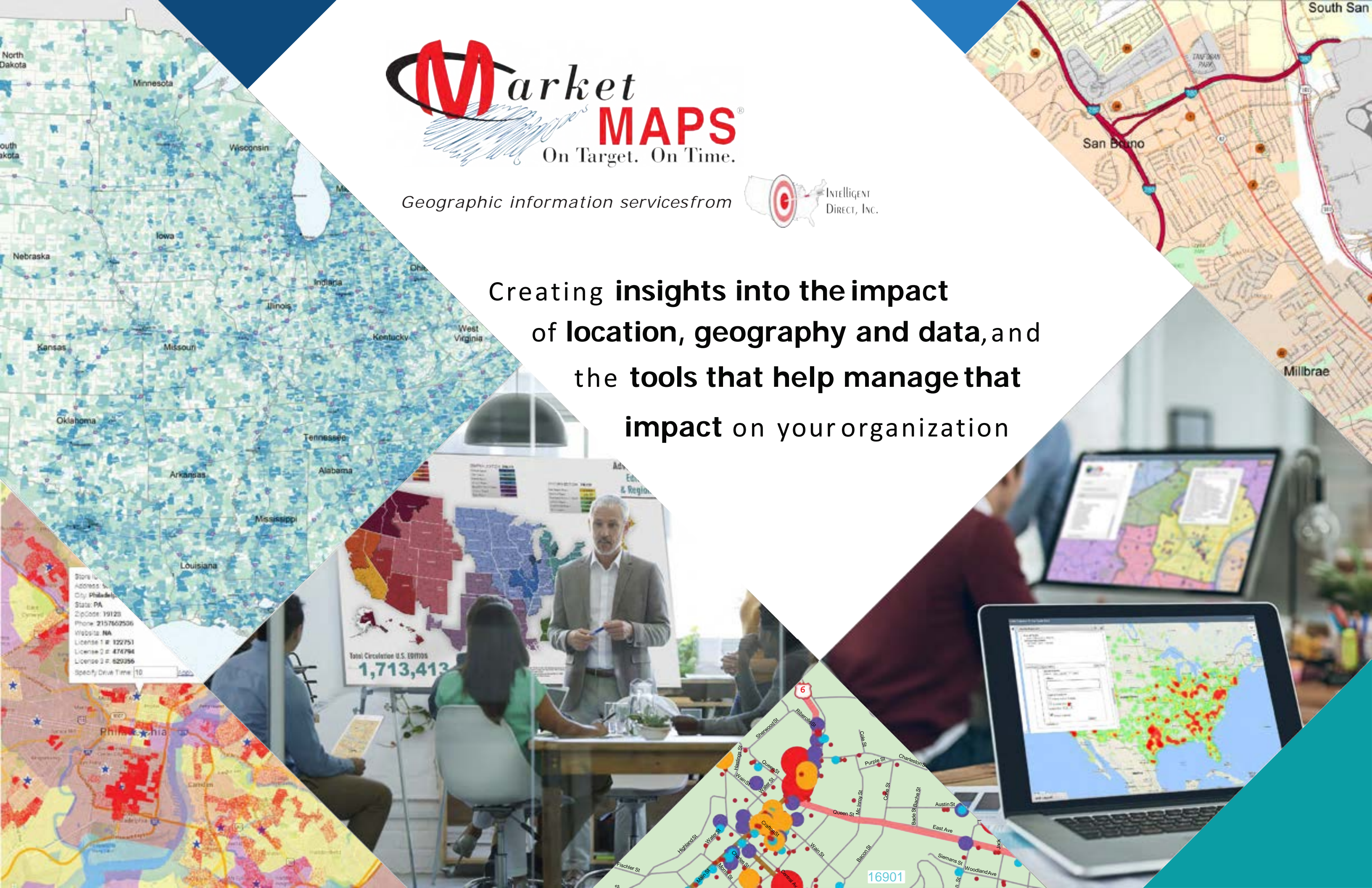




Geographic information services from




Creating **insights into the impact of location, geography and data**, and the **tools that help manage that impact** on your organization



Store ID:
Address:
City: Philadelphia
State: PA
Zip Code: 19129
Phone: 2157662506
Website: NA
License 1 #: 822751
License 2 #: 474794
License 3 #: 620356
Specify Drive Time: [10]

16901



Geographic information services from  Intelligent DIRECT, INC.



Creative Invention & Re-Invention

30
YEARS

Analytics & Insights



Flow of Client Business Model



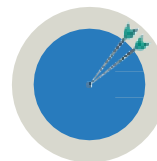
Data: People, Businesses,
Behavior, Results



Geographies:
Everything of Everywhere



Where You Need It.
The Way You Need It.



On Target. On Time.



Innovative Solutions for Thousands of Companies



Inventive Solutions for Every Application



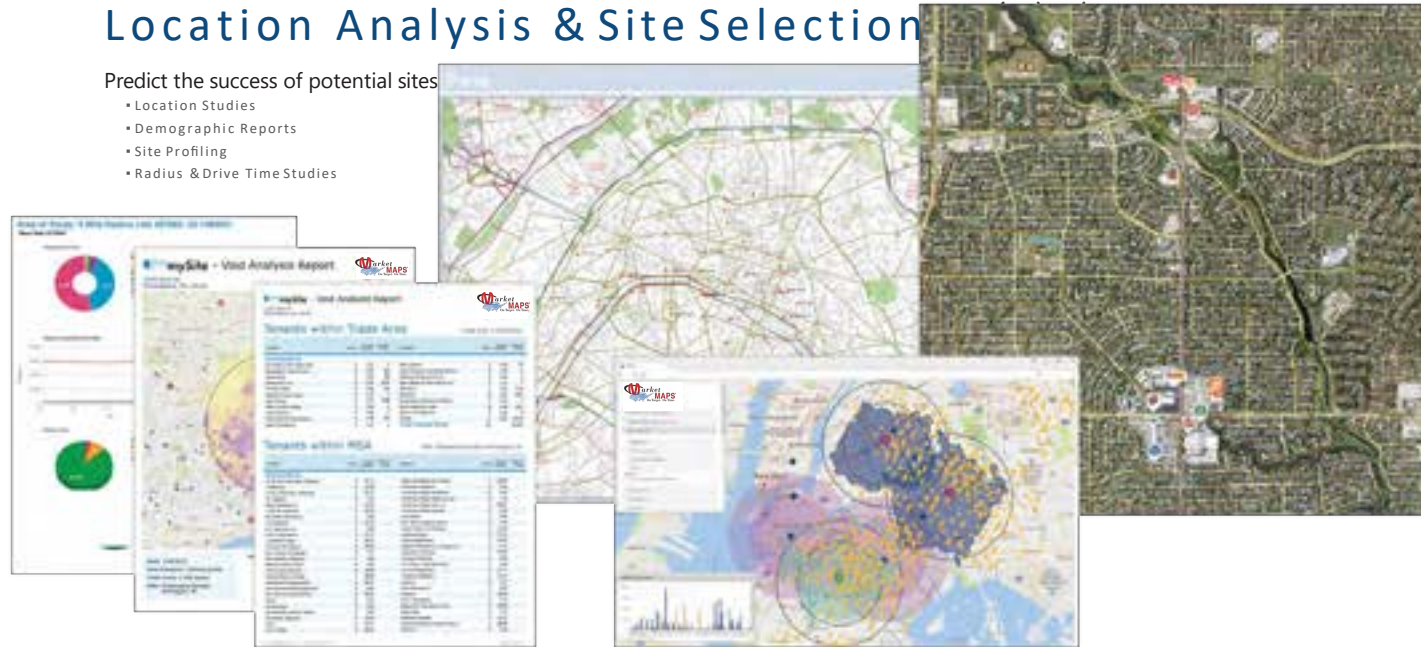
Geographic information services from



Location Analysis & Site Selection

Predict the success of potential sites

- Location Studies
- Demographic Reports
- Site Profiling
- Radius & Drive Time Studies



Territory Design & Management

Define, plan, manage and communicate your territories with

- Sales Territories
- Franchise Territories



Market Analysis

Find the best markets for growth

- Analyze at any level of geography
- Include data specific to your business



Direct Mail Management

Analyze the area around your location, even down to the household level

- Business Mailing List
- Consumer Mailing List



Profiling

Understand the spatial advantage to help you grow and manage your business.

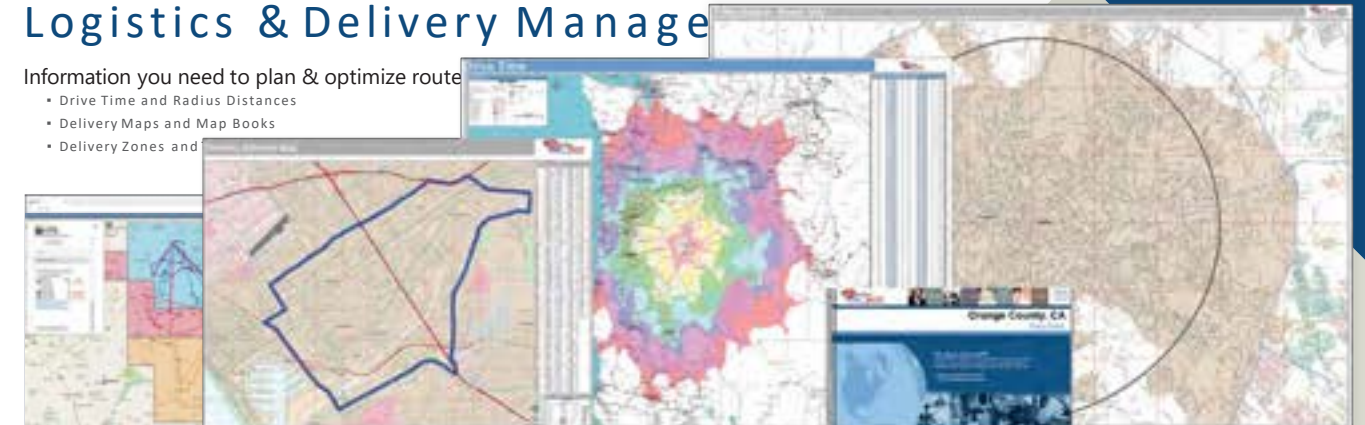
- Customer Profiling
- Site Profiling
- Territory Profiling



Logistics & Delivery Management

Information you need to plan & optimize routes

- Drive Time and Radius Distances
- Delivery Maps and Map Books
- Delivery Zones and



Online Self Service Information Products



Geographic information services from



135 Carriage House Dr, Jackson, TN 38305

DETAILS
Built in 1962, this property features 4 bedrooms, 1.1 acres lot, and 9,650 sq. Located on Carriage House Drive, just off I-40 at the Highway 43 Bypass.

DEMOGRAPHICS	1 mile	3 mile	5 mile
Average Household Income	\$49,130	\$45,892	\$42,457
Population	5,239	38,714	65,853
Median Age	41	36	37
Occupied Units/Owner	1,368	9,204	15,255

CONTACT INFORMATION
Jane Smith
C. 123.456.7891
O. 123.454.1777
Jane@janesmith.com

REAL ESTATE
Each office independently owned and operated

20/20 mySite Site Marketing Flyers



mySite - Demographic Reports

Demographic Reports

mySite - Gap Analysis Report

mySite - Void Analysis Report

Void Reports

mySite - Crime Index Reports

mySite - Customer Profiling Report

Profile Reports

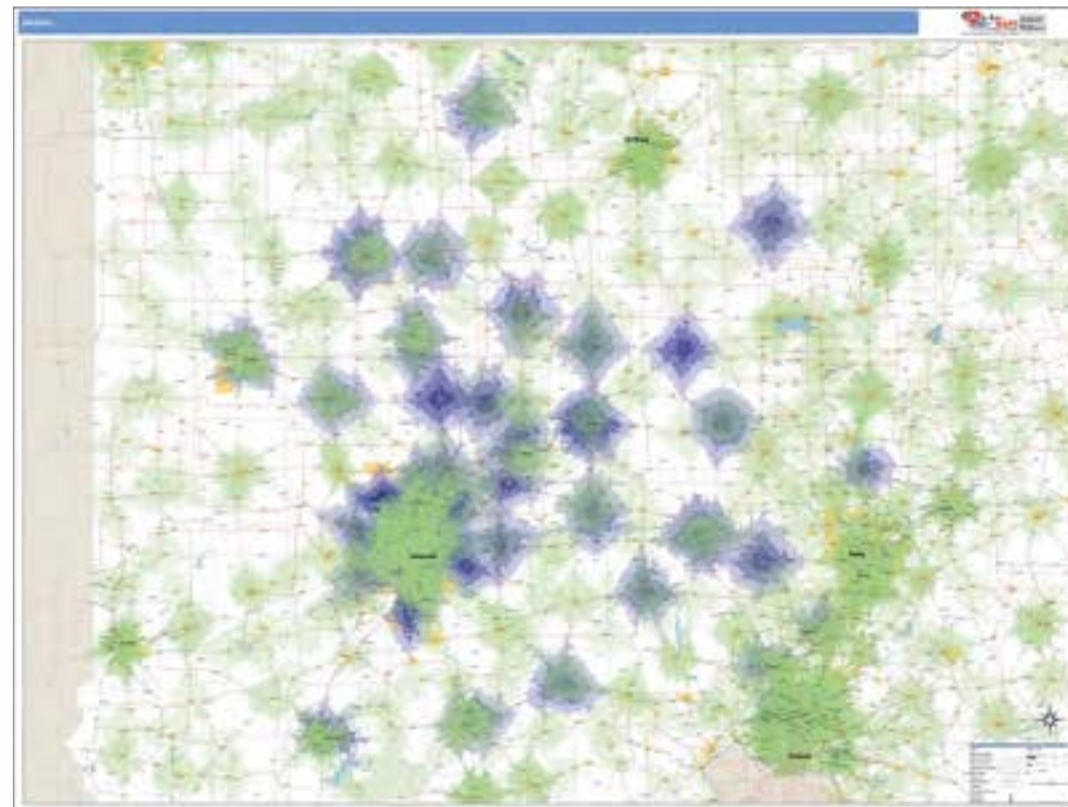
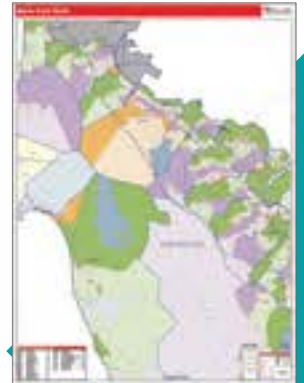
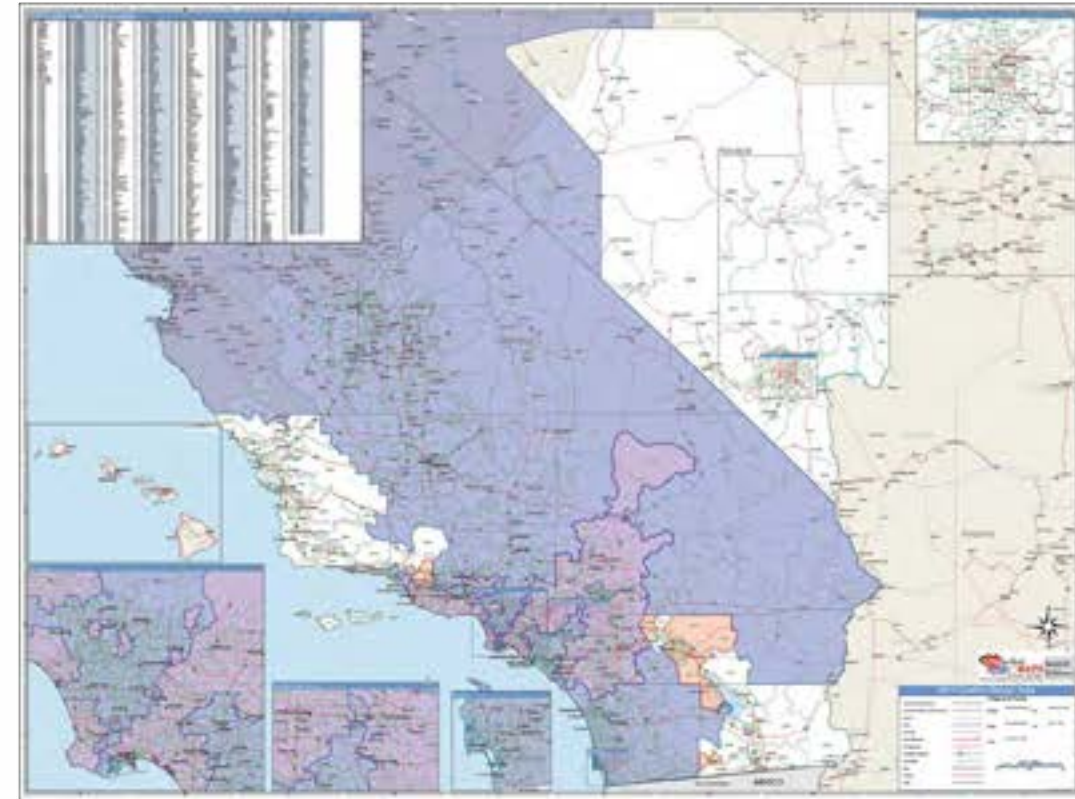
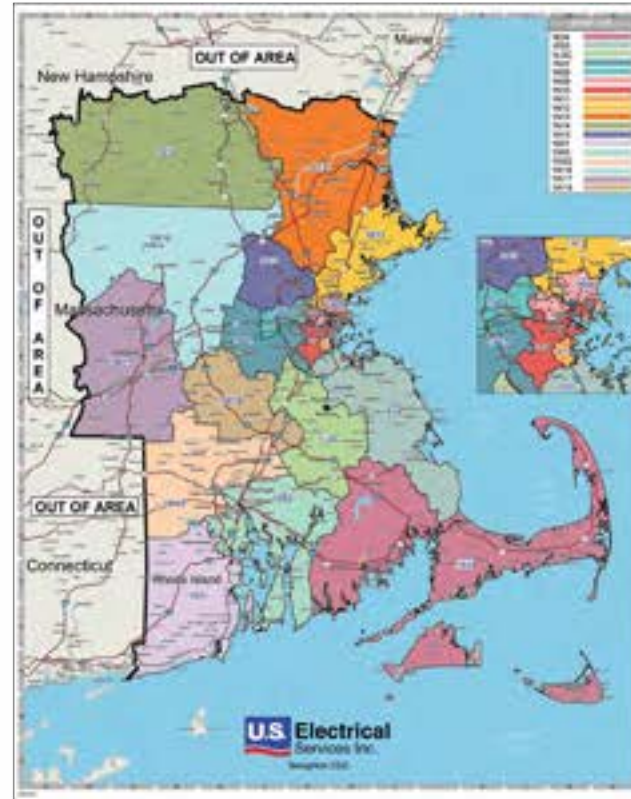


Customized Solutions Using Maps

Get the Custom Maps You Need. When You Need Them.



Geographic information services from

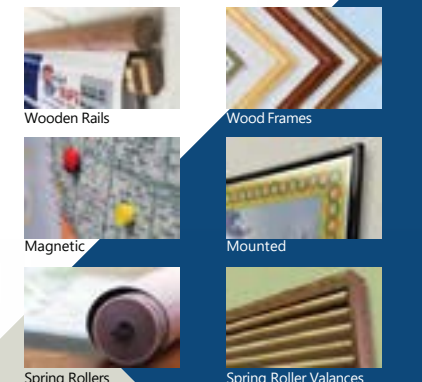


Wall Maps



Map Sizes

Map Finishing Options



Map Books



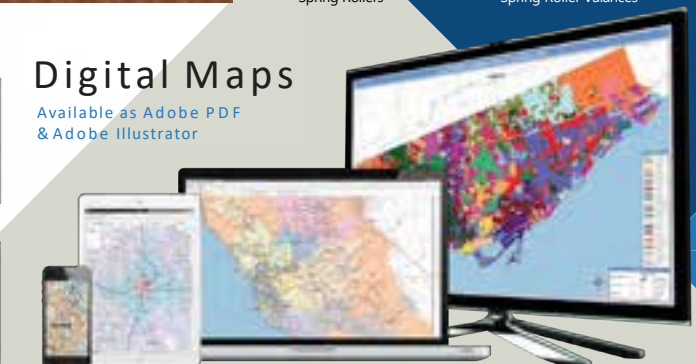
8.5" x 11"

11" x 17"

Detailed Street Index

Digital Maps

Available as Adobe PDF & Adobe Illustrator



Up-To-Date & Accurate Data



Geographic information services from

Data: People, Businesses, Behavior, Results

Demographics

- Current Year Estimates
- Projections
- Census Data

Psychographics

- Lifestyle & Behavioral Data
- Consumer Expenditure
- Religious & Political Data

Risk Indexes

- Weather Risk
- Crime Risk

Market Potential

- Supply & Demand
- Market Voids
- Unrealized Potential

Health Counts

- Population by Major Age Groups
- Number of Discharges

Business Counts

- Business Type & Name
- SIC & NIASC

Traffic Counts

- Traffic Patterns
- Historical Trends
- High, Low & Median

Mosaic Segmentation

- ConsumerViewSM
- Predictive Insights
- The Mosaic USA® Segmentation

AGS Panorama

- Neighborhood Demographics
- Consumer Preferences



Some of our data partners:



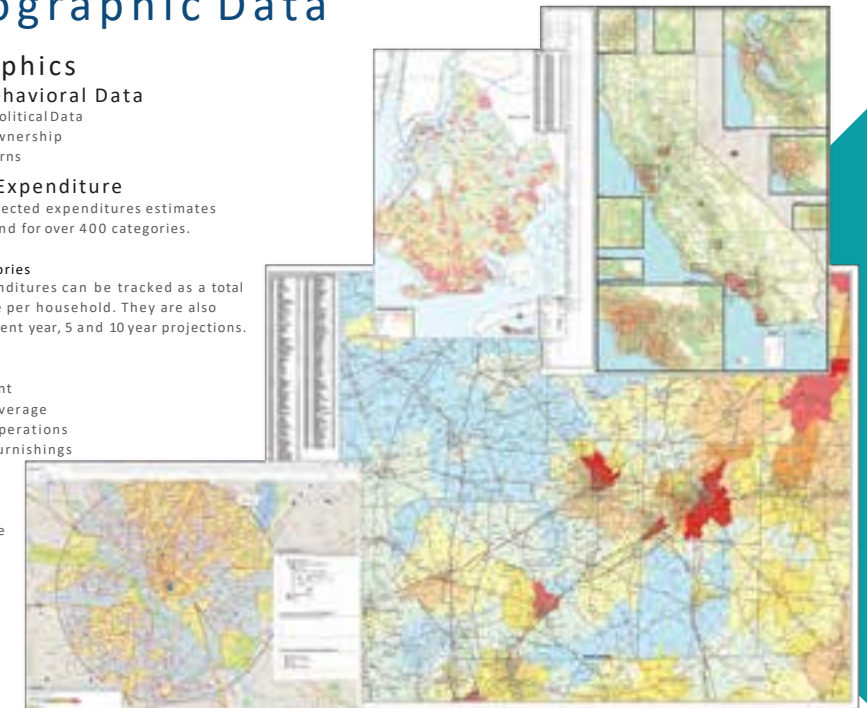
Demographic & Psychographic Data

Demographics

- Census Data**
 - 1970, 1980, 1990, 2000 and 2010
- Estimates**
 - Variables for Current Year Estimates
- Projections**
 - 5 And 10 Year Projections
 - Population Data
 - Household Data
 - Labor Force
 - Income Data
 - Dwellings
- Common Categories**
 - Population by Age
 - Population by Race
 - Population by Gender
 - Education Attainment
 - Labor Force
 - Total Household
 - Length of Residence
 - Average and Median Income
 - Number of Households by Income
 - Assets, Debt and Network
 - And More

Psychographics

- Lifestyle & Behavioral Data**
 - Religious & Political Data
 - Computer Ownership
 - Buying Patterns
- Consumer Expenditure**
 - Current and projected expenditures estimates of market demand for over 400 categories.
- Common Categories**
 - Consumer expenditures can be tracked as a total or as an average per household. They are also available for current year, 5 and 10 year projections.
 - Apparel
 - Education
 - Entertainment
 - Food And Beverage
 - Household Operations
 - Household Furnishings
 - Gifts
 - Health Care
 - Shelter
 - Personal Care
 - Reading
 - And more



Risk, Market Potential & Health Data

Risk Indexes

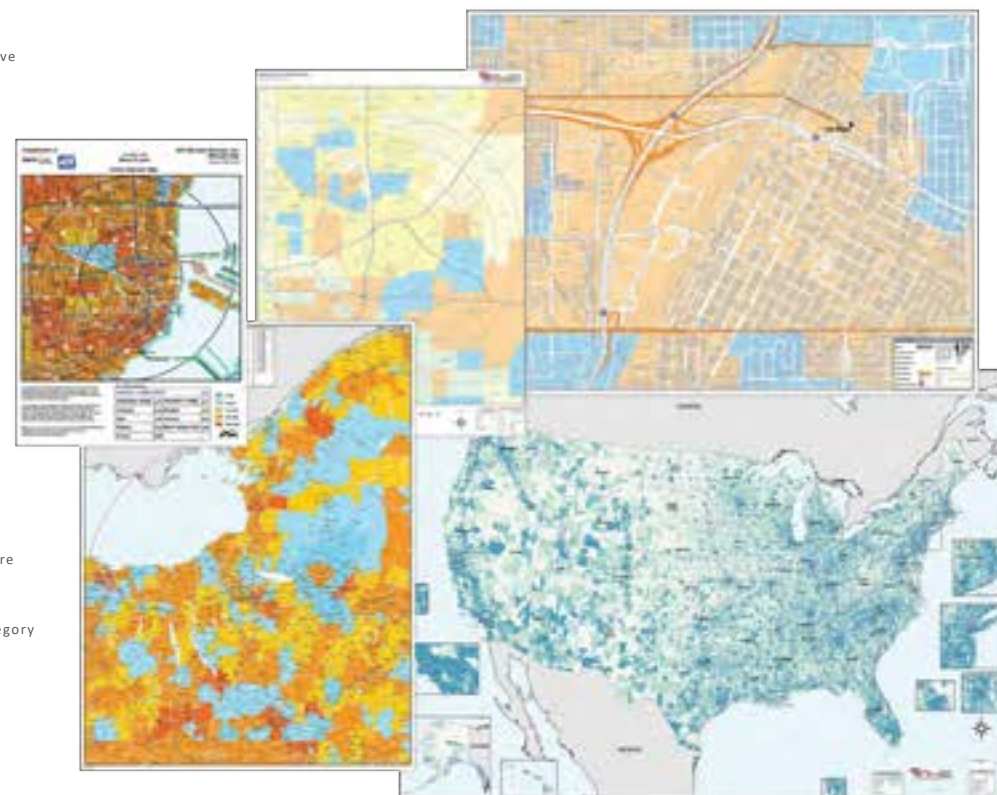
- Crime**
 - Relative risk of specific crime types based on extensive analysis of crime statistics.
 - Total crime
 - Personal Crime
 - Murder
 - Rape
 - Robbery
 - Assault
 - Property Crime
 - Burglary
 - Larceny
 - Motor vehicle theft
- Weather Risk**
 - Neighborhood level hazard indexes for earthquake and severe weather hazards.
 - Hurricane
 - Tornado
 - Hail
 - Wind

Market Potential

- Supply & Demand
- Market Voids
- Unrealized Potential

Health Counts

- Current year estimates and 5 year projections of healthcare service demand for MDC and DRG classifications.
- Common Categories**
 - Population by Major Age Groups
 - Number of Discharges by Major Diagnostic Category



Business Data, Traffic Counts, MOSAIC, AGS Panorama

Business Counts

- Vital information including detailed employment, establishment, retail sales, payroll information and daytime occupations.
- Total Establishments
- Total Employees
- Total Retail Sales
- Total Payroll
- Establishments by Size
- Establishments by Industry
- Employees by Occupation
- Payroll by major SIC division
- Payroll by NIASC division

Traffic Counts

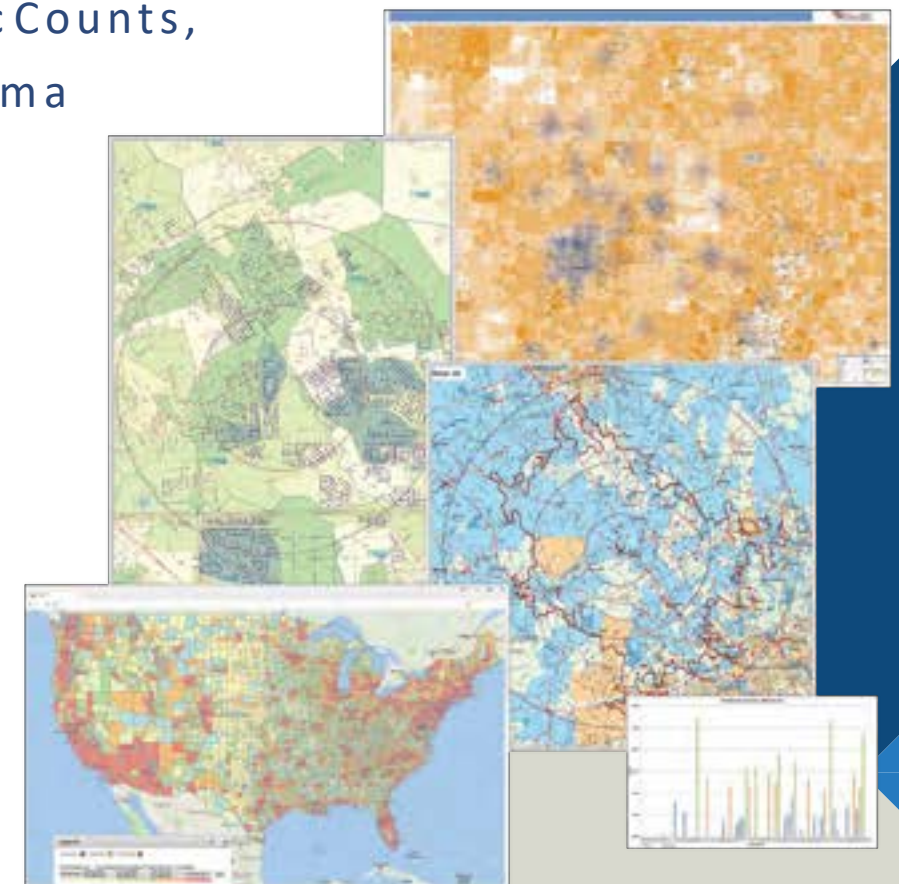
- TrafficMetrix counts are updated quarterly, and represent over 4.2 million traffic counts throughout the world and 1.4 million Published Counts across North America.
- Traffic Patterns
- Historical Trends
- High, Low & Median

MOSAIC Segmentation

- Neighborhood segmentation systems are classifications of geographic areas according to their demographic, lifestyle, and other attributes. The goal of classification is to define a set of segments that are as different as possible while ensuring that the neighborhoods assigned to each segment are as similar as possible.
- ConsumerViewSM national consumer database
- Predictive Insights
- The Mosaic USA® Segmentation

AGS Panorama

- Providing the essential linkage between neighborhood demographics and consumer preferences and attitudes. Panorama consists of 68 segments, with users encouraged to adopt either a pre-defined grouping or to create groupings of segments tailored to their own customer profiles.
- Neighborhood Demographics
- Consumer Preferences

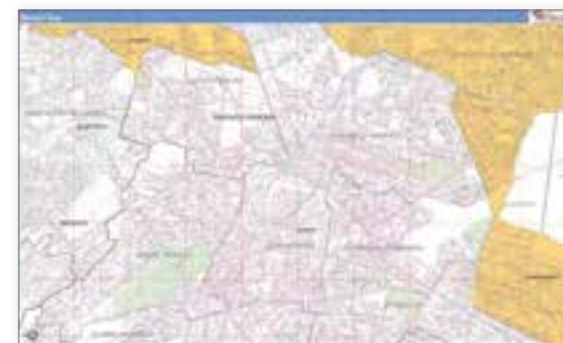
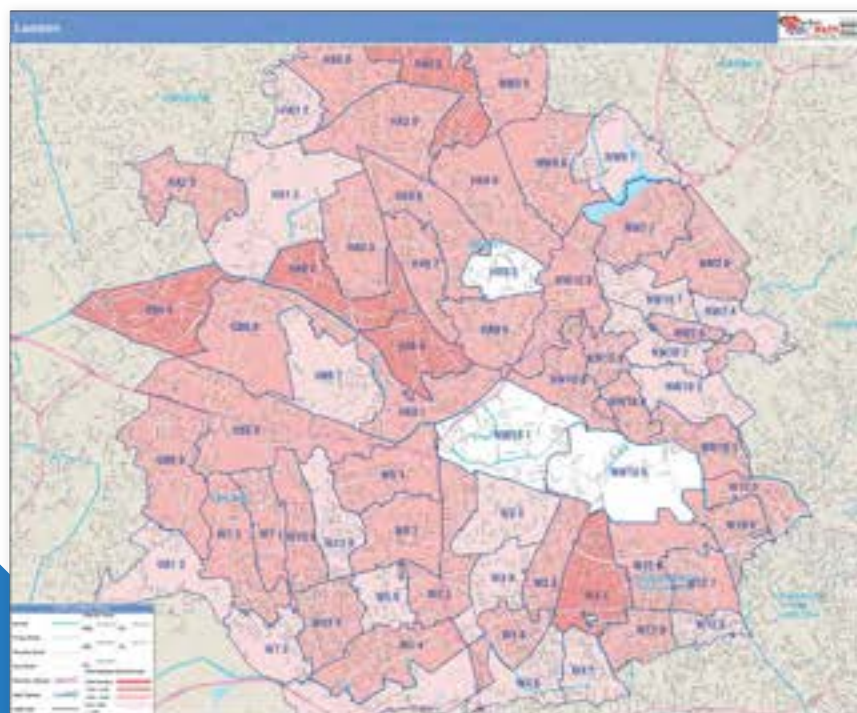
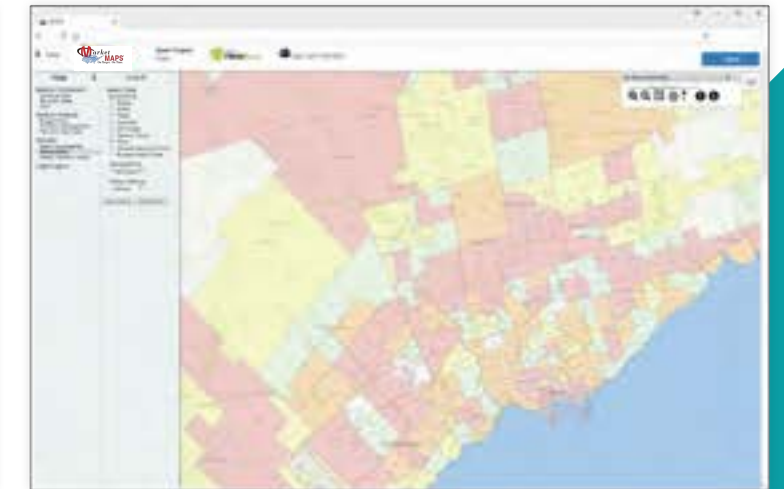
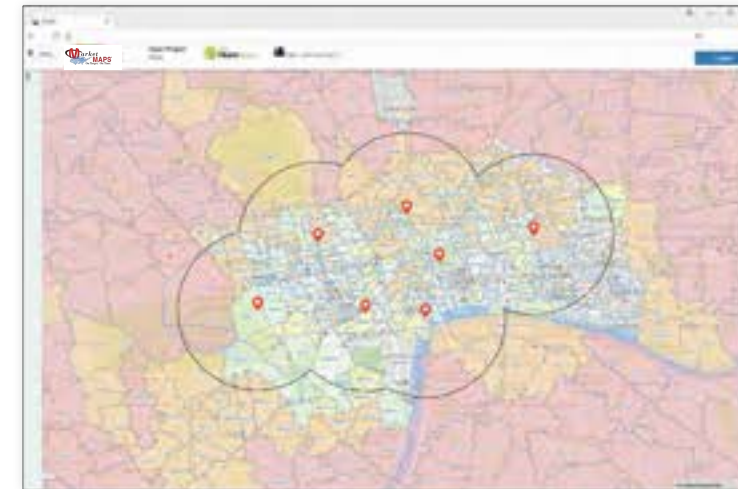
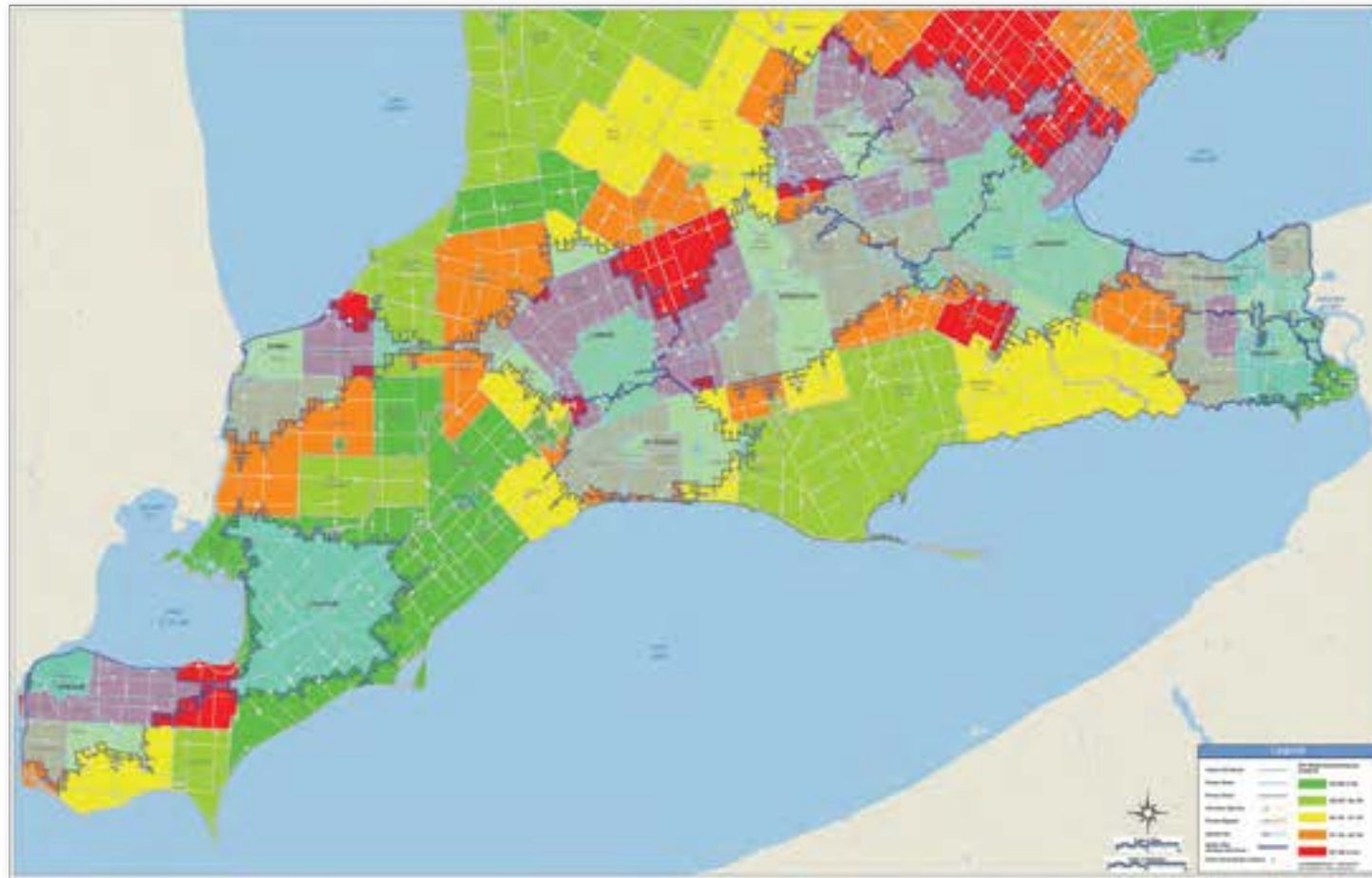


Solutions for Everywhere

Geography and Data for over 195 countries.



Geographic information services from



Our Websites



Geographic information services from

IntelligentDirect.com



MarketMAPS.com



DeliveryMaps.com



mapsales.com



ZIPCodeMaps.com



GeoSpatializer.com



DaVinciBG.com



CustomMapping.com



SalesTerritory.com





Schedule
a Webinar



Develop a
Project Proposal



Thank you



Geographic information services from



Select Address, ZIP Code or City

Quick Geo View

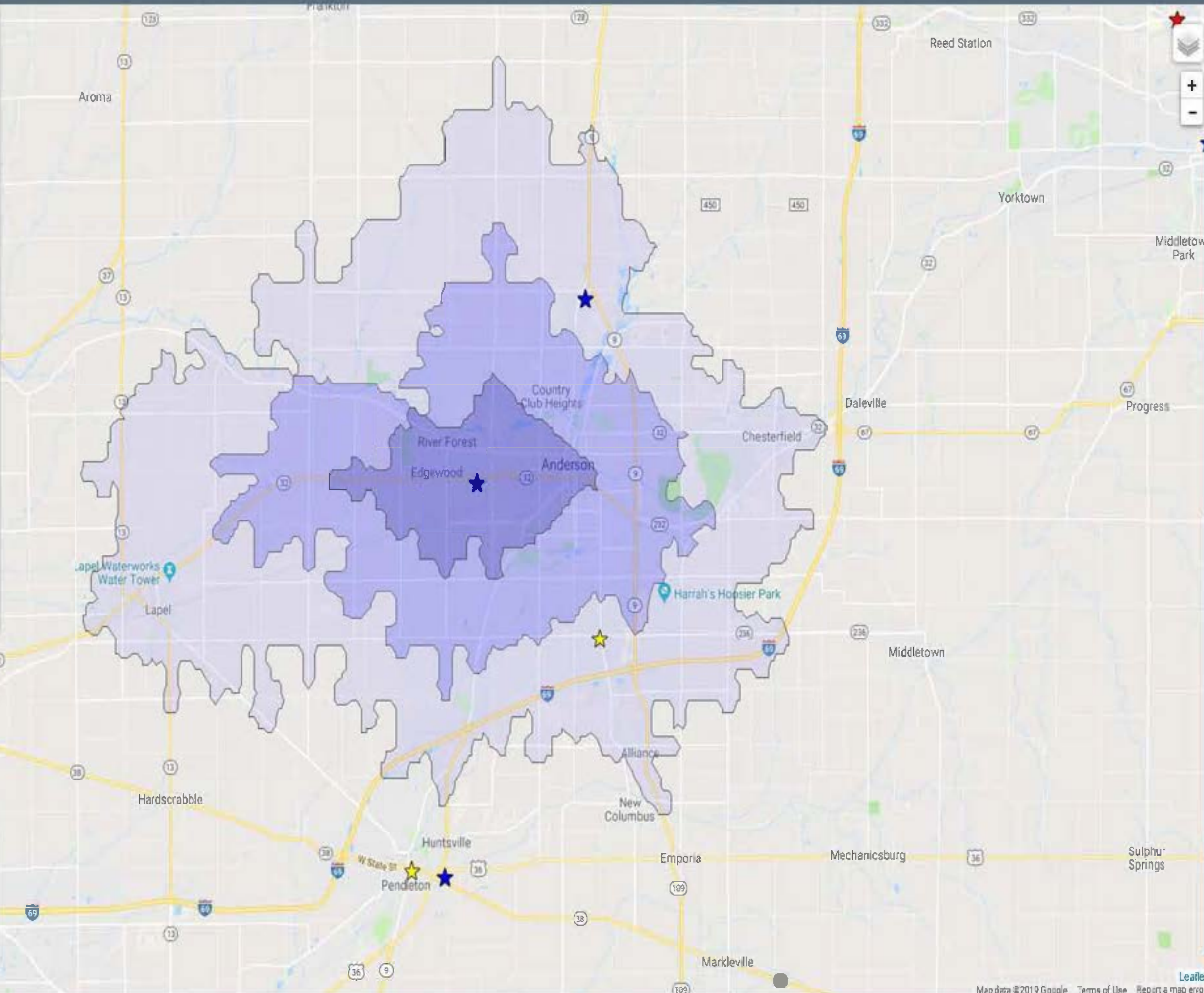
Geography

Places/Locations

- Competitors
- Customers
- Stores
 - A ★
 - C ☆
 - CD ★

Store Drive Time:

- None
- Show All Stores
- Click Store to Show Drive Time [Clear]
 - 5 minutes
 - 10 minutes
 - 15 minutes



Legend

A[Stores] ★ C[Stores] ☆ CD[Stores] ★

2 km

Map data ©2019 Google Terms of Use Report a map error



Walmart

Target

Meijer

Competitor Drive Times:

None

Click Competitor to Show Drive Time

[Clear]

5 minutes

10 minutes

15 minutes

Customers

Stores

A

C

CD

Store Drive Time:

None

Show All Stores

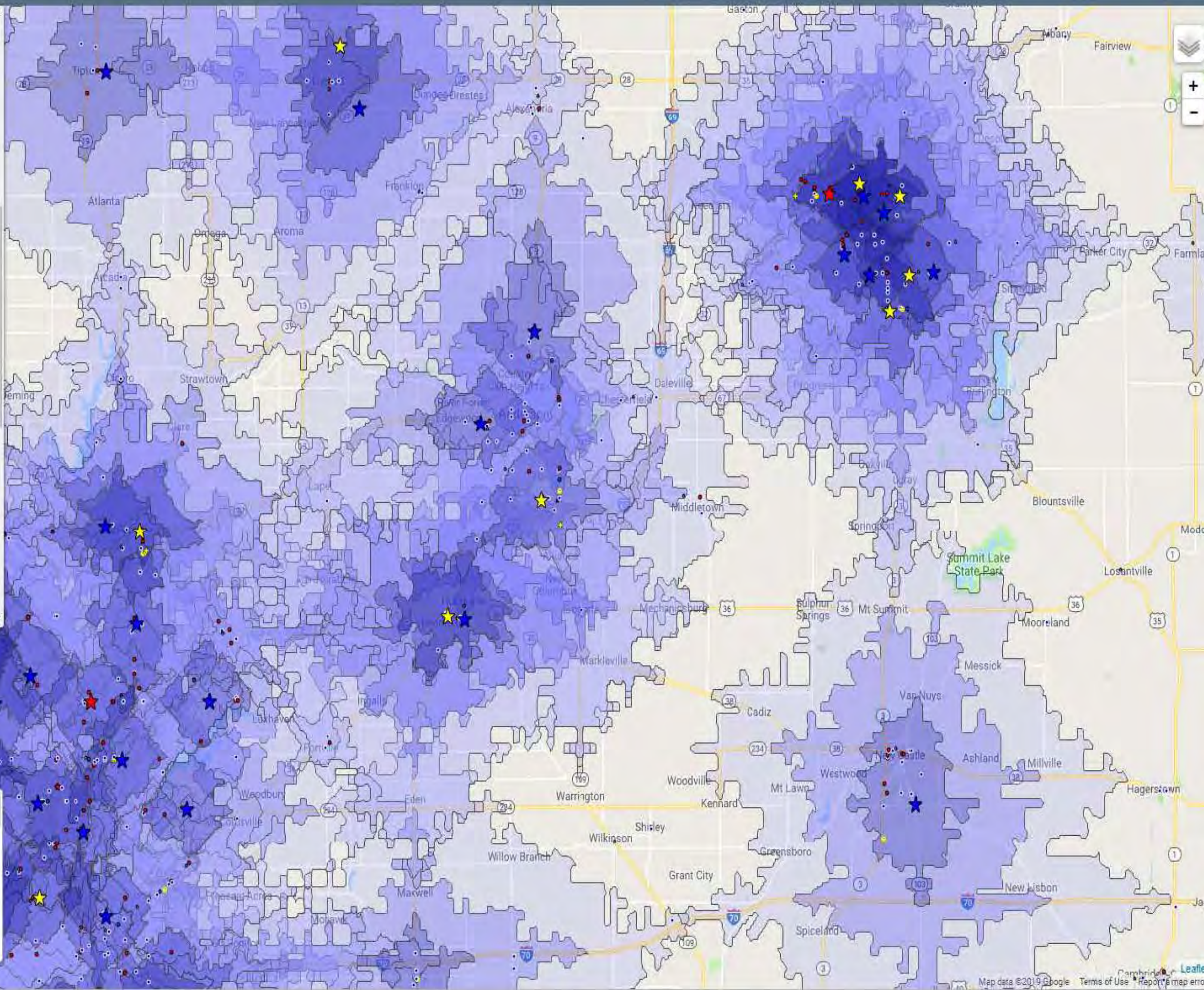
Click Store to Show Drive Time [Clear]

5 minutes

10 minutes

15 minutes

Stores with Pharmacies



Legend

- Grocery Stores[Competitors]
- Dollar Tree[Competitors]
- Sam's Club[Competitors]
- BJ'S WHOLESALE CLUB[Competitors]
- Drug stores and Proprietary[Competitors]
- Dollar General[Competitors]
- Costco[Competitors]
- Walmart[Competitors]

5 km
3 mi



- Walmart 🟡
- Target ▲
- Meijer 🟡

Competitor Drive Times:

- None
 - Click Competitor to Show Drive Time
- [Clear]
- 5 minutes
 - 10 minutes
 - 15 minutes

Customers

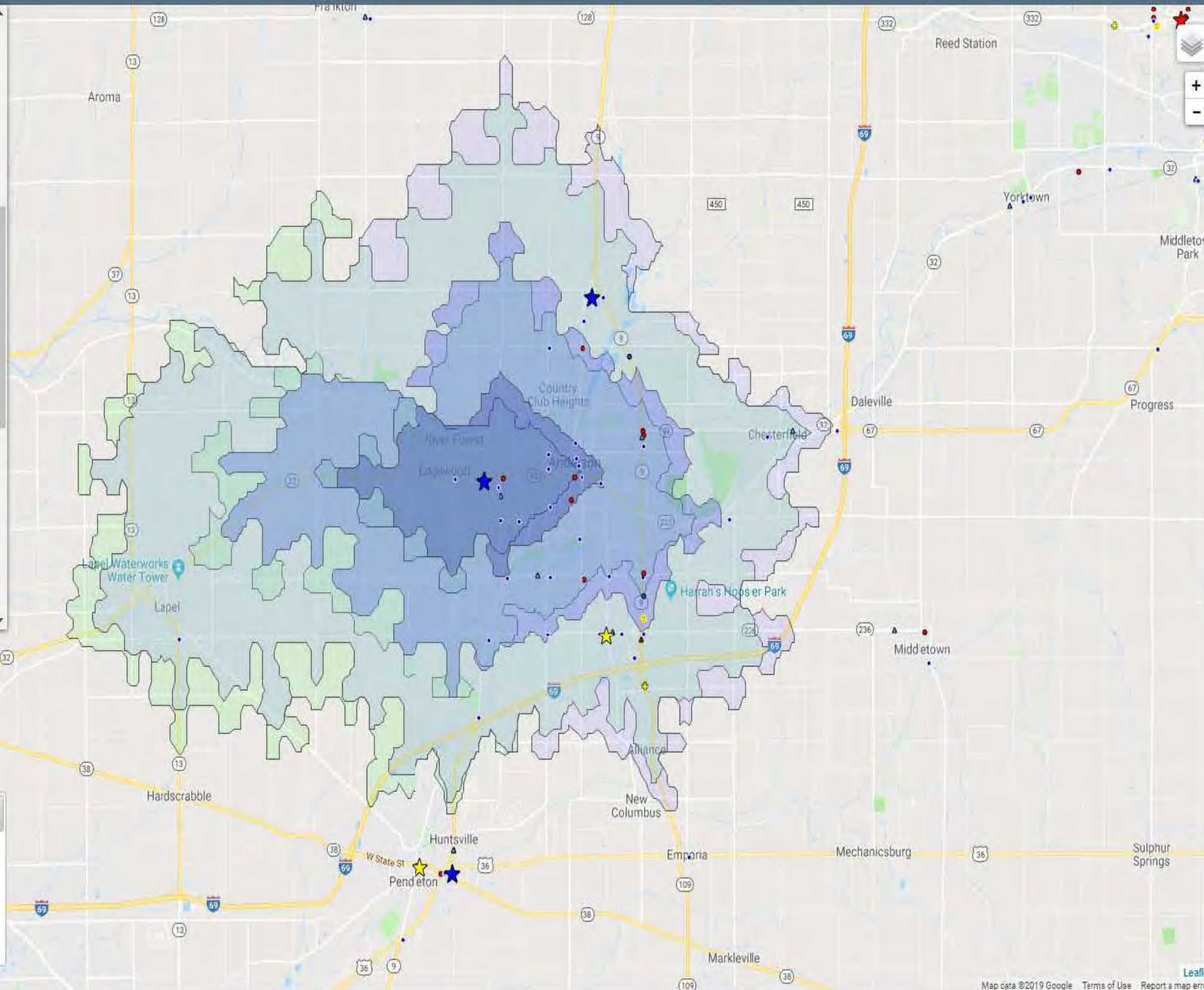
Stores

- A ★
- C ★
- CD ★

Store Drive Time:

- None
 - Show All Stores
 - Click Store to Show Drive Time [Clear]
- 5 minutes
 - 10 minutes
 - 15 minutes

Stores with Pharmacies



Legend

- A[Stores] ★ C[Stores] ★ CD[Stores] ★ Grocery Stores[Competitors] 🟡
- Drug Stores and Proprietary[Competitors] 🟡 Dollar Tree[Competitors] ●
- Dollar General[Competitors] ▲ Sam's Club[Competitors] ▲ Costco[Com] 🟡
- BJ'S WHOLESALE CLUB[Competitors] ▲ Walmart[Competitors] 🟡

2 km



☰

▼ Select Address, ZIP Code or City

▼ Quick Geo View

▼ Geography

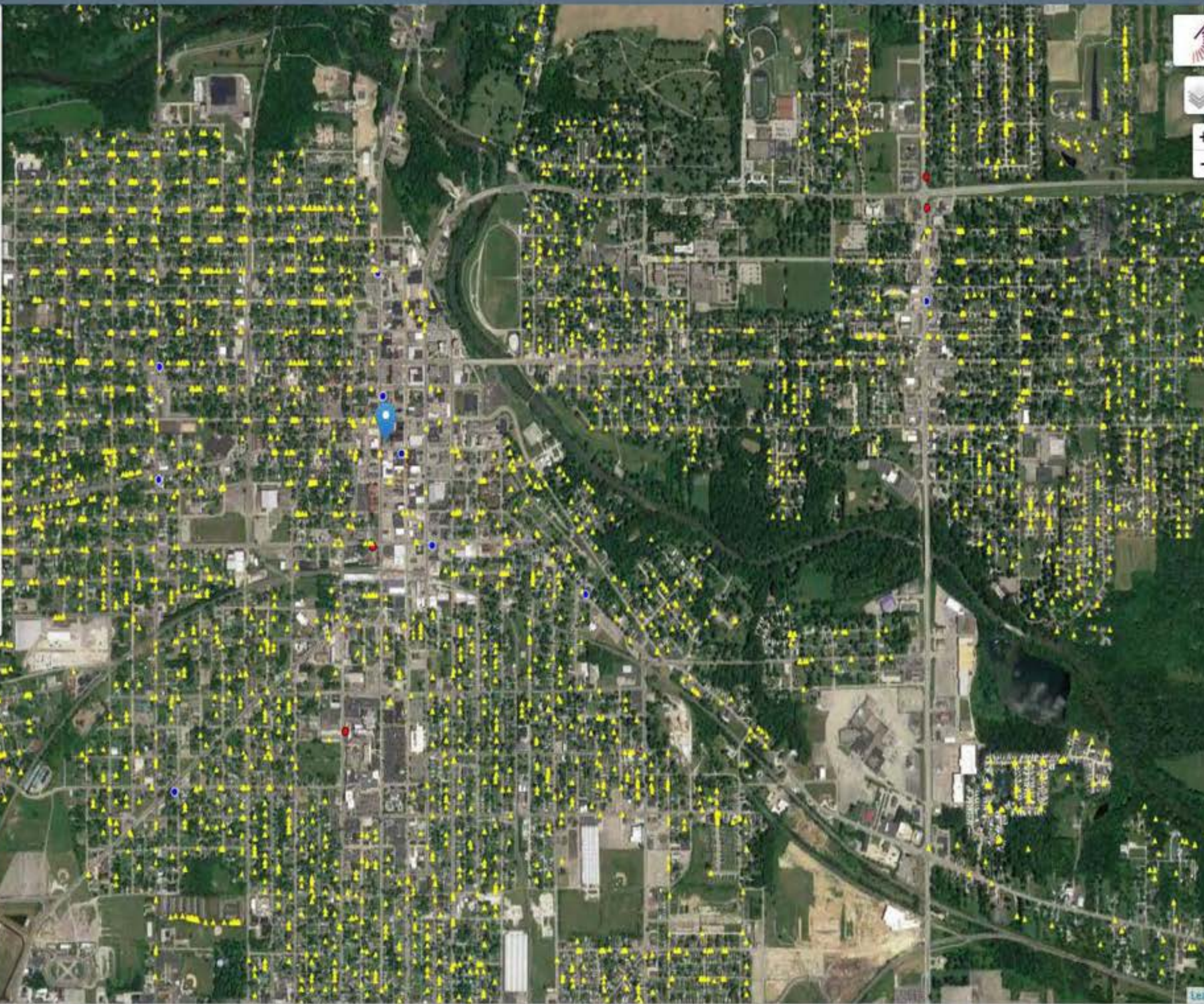
▼ Places/Locations

Competitors

Select | De-select

- Grocery Stores ●
- Drug Stores and Proprietary ●
- Dollar Tree ●
- Dollar General ▲
- Sam's Club ▲
- Costco ★
- BJ'S WHOLESALE CLUB ▲
- Walmart ●
- Target ▲
- Meijer ⊕

Competitor Drive Times:



Legend [Close]

A[Stores] ★ C[Stores] ☆ Grocery Stores[Competitors] ●

Drug Stores and Proprietary[Competitors] ● Dollar Tree[Competitors] ●

Dollar General[Competitors] ▲ Sam's Club[Competitors] ▲ Costco[Competitors] ●



BJ'S WHOLESALE CLUB[Competitors] ▲ Walmart[Competitors] ●

Target[Competitors] ▲ Meijer[Competitors] ▲ Customers ▲

300 m

1000 ft




☰


- C 
- CD 

Store Drive Time:

- None
- Show All Stores
- Click Store to Show Drive Time [Clear]
- 5 minutes
- 10 minutes
- 15 minutes

Stores with Pharmacies

- A 
- c 
- CD 

Liquor Stores 

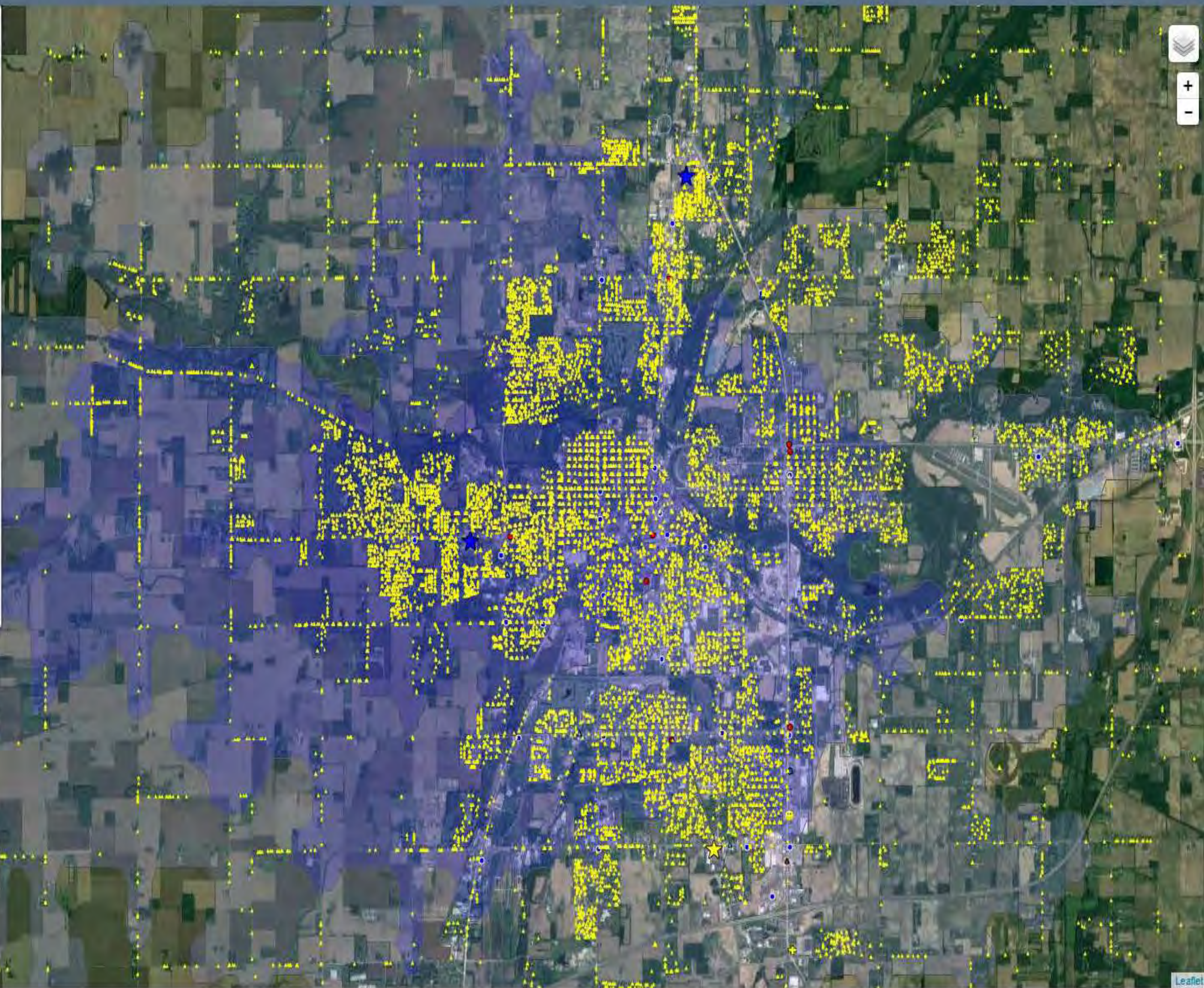
Text Labels

Traffic Counts













Demographic Shading

Tools:

- Geography/Location Information
- No Tool
- Add Text to Map



Legend ☰ ✕

- A[Stores]  C[Stores]  Grocery Stores[Competitors] 
- Drug Stores and Proprietary[Competitors]  Dollar Tree[Competitors] 
- Dollar- General[Competitors]  Sam's Club[Competitors]  Costco[Competito
- BJ'S WHOLESALE CLUB[Competitors]  Walmart[Competitors] 
- Target[Competitors]  Meijer[Competitors]  Customers 

1 km ▸

3000 ft

Market Mentor

Select Primary Data Category:

Void Analysis - Grocery Stores

Select Other Data Category:

Select Sub-Category:

Unrealized Potential

Display

Clear

Market Support Analysis - Determine number of stores the market can support.

Market Analysis

Market Statistics

Demographics:

Population (2018B):	305,533
Households (2018B):	126,851
Median household income (2018B):	\$54,277
Total Grocery Potential:	\$514,612,863

Store Data:

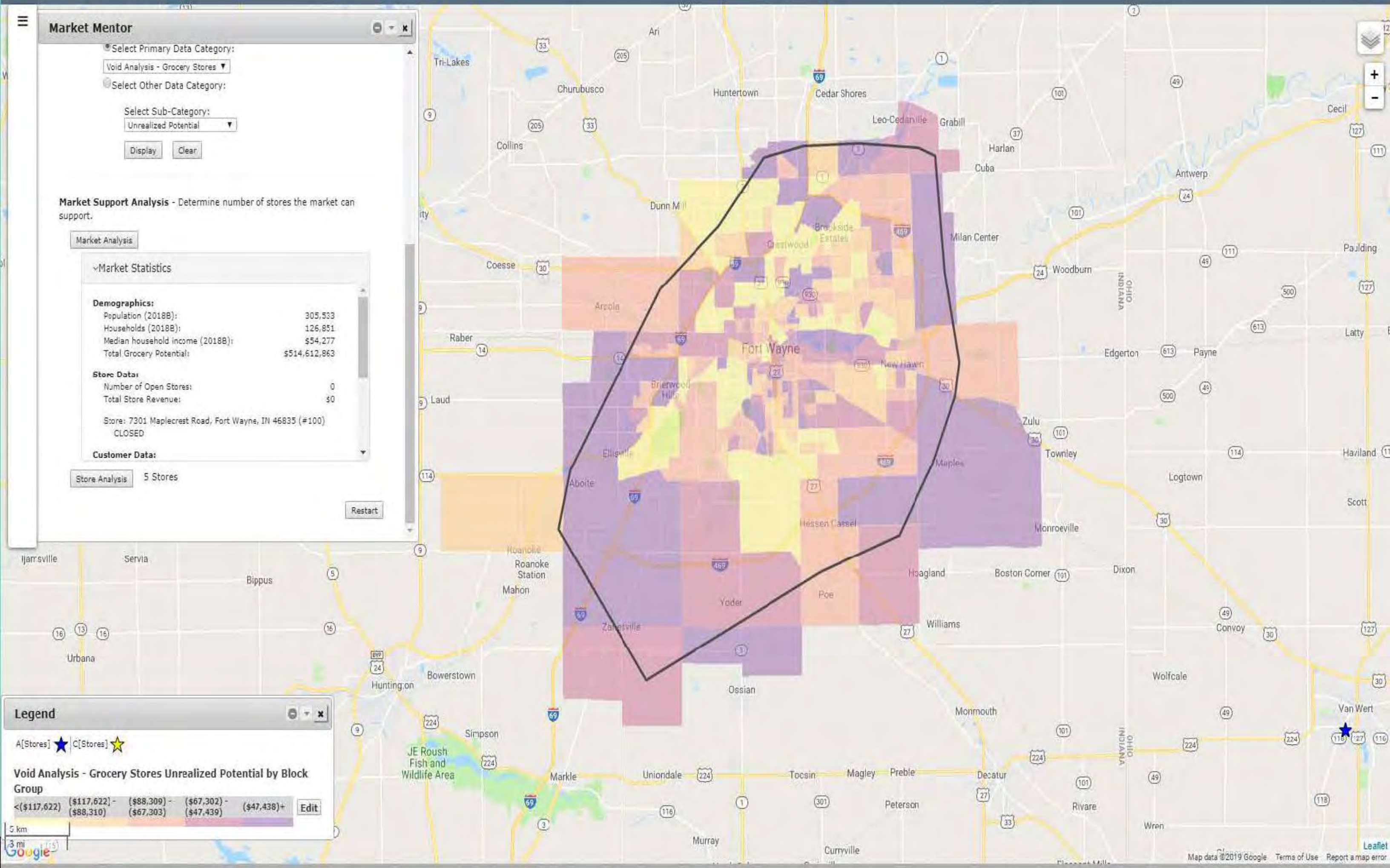
Number of Open Stores:	0
Total Store Revenue:	\$0

Store: 7301 Maplecrest Road, Fort Wayne, IN 46835 (#100)
CLOSED

Customer Data:

Store Analysis 5 Stores

Restart



Legend

A[Stores] ★ C[Stores] ☆

Void Analysis - Grocery Stores Unrealized Potential by Block Group

<(\$117,622)	(\$117,622) - (\$88,309)	(\$88,309) - (\$67,302)	(\$67,302) - (\$47,439)	(\$47,439) +	Edit
--------------	--------------------------	-------------------------	-------------------------	--------------	------

5 km



Demographic Shading

Tools:

- Geography/Location Information
- No Tool
- Add Text to Map

Carto Explorer

Market Mentor

20/20iSite

Stores/Sites

Evaluate Current Site

Evaluate Test Site

Select Site on Map

Enter Address

Restart

Maps, Reports and Charts

Default values are: 5, 10, 15 Enter

5, 10, 15

Display Area of Study

Site Analysis

Quick Stats

	5 minutes	10 minutes	15 minutes
Population (2018B):	13,999	95,224	225,2
Households (2018B):	5,853	39,080	94.1
Median household income (2018B):	\$44,215	\$40,485	\$47.3
Total Grocery Potential:	\$21,067,686	\$132,032,786	\$349,245,0

Site Demographic Report

Site Forecasting/Cannibalization

Save Prospective Location

Clear

Close

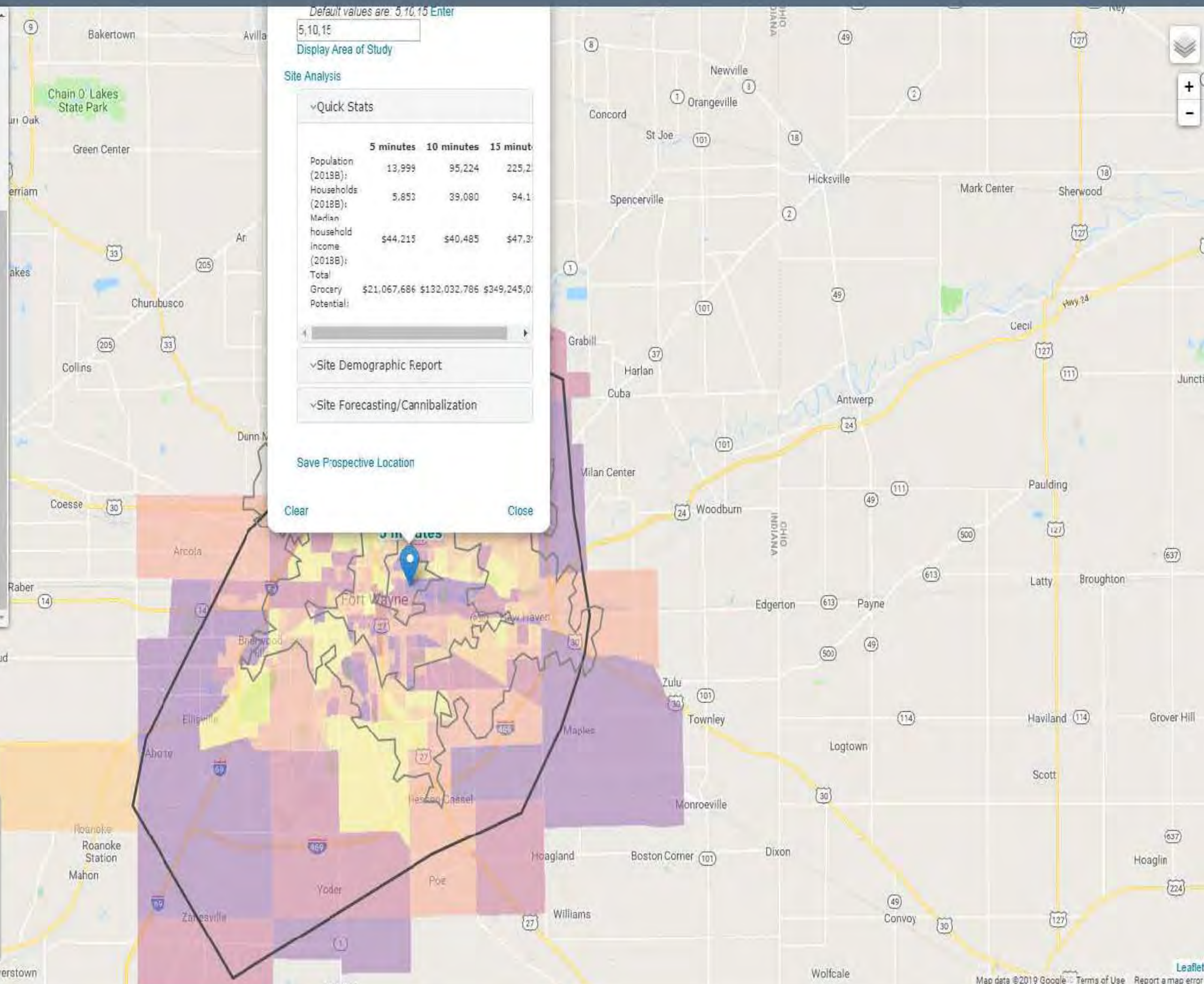
Legend

A[Stores] ★ C[Stores] ☆

Void Analysis - Grocery Stores Unrealized Potential by Block Group

<(\$117,622)	(\$117,622) - (\$88,309)	(\$88,309) - (\$67,302)	(\$67,302) - (\$47,438)	(\$47,438)+
(\$88,310)	(\$67,303)	(\$47,439)		

5 km
3 mi



Demographic Shading

Tools:

- Geography/Location Information
- No Tool
- Add Text to Map

Carto Explorer

Market Mentor

20/20iSite

Stores/Sites

- Evaluate Current Site
- Evaluate Test Site
- Select Site on Map
- Enter Address

Restart

Maps, Reports and Charts

Potential:

Site Demographic Report

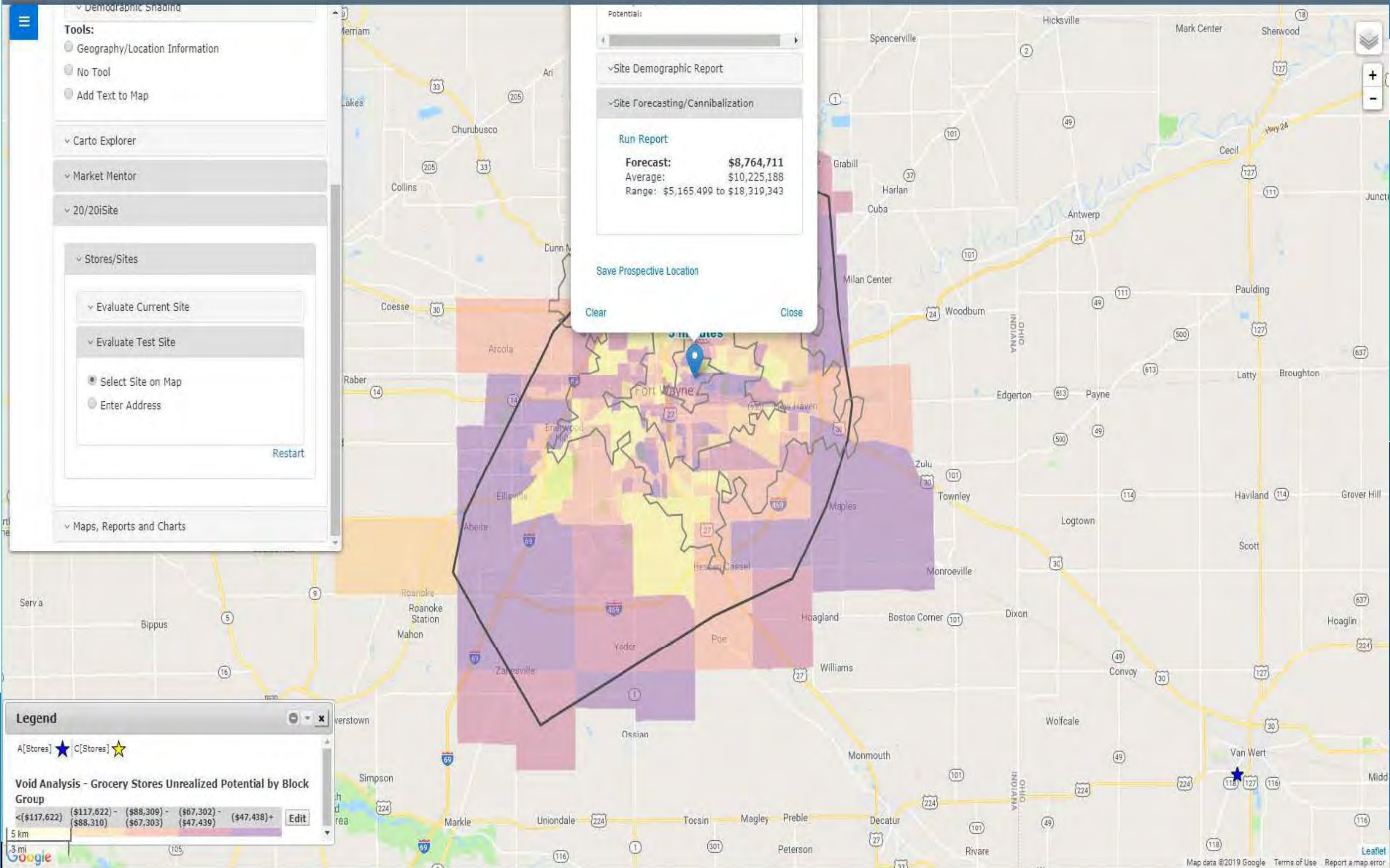
Site Forecasting/Cannibalization

Run Report

Forecast: \$8,764,711
 Average: \$10,225,188
 Range: \$5,165,499 to \$18,319,343

Save Prospective Location

Clear Close



Legend

A[Stores] ★ C[Stores] ☆

Void Analysis - Grocery Stores Unrealized Potential by Block Group

<(\$117,622)	(\$117,622) - (\$88,309)	(\$88,309) - (\$67,302)	(\$67,302) - (\$47,438)	(\$47,438)+
Blue	Light Blue	Light Green	Yellow	Red

5 km

3 mi

Google

Demographic Shading

Tools:

- Geography/Location Information
- No Tool
- Add Text to Map

Carto Explorer

Market Mentor

20/20iSite

Stores/Sites

- Evaluate Current Site
- Evaluate Test Site
- Select Site on Map
- Enter Address

Restart

Maps, Reports and Charts

Potential:

Site Demographic Report

Site Forecasting/Cannibalization

Run Report

Forecast: \$8,764,711

Average: \$10,225,188

Range: \$5,165,100 to \$18,319,343

Save Prospective Location

Clear Close

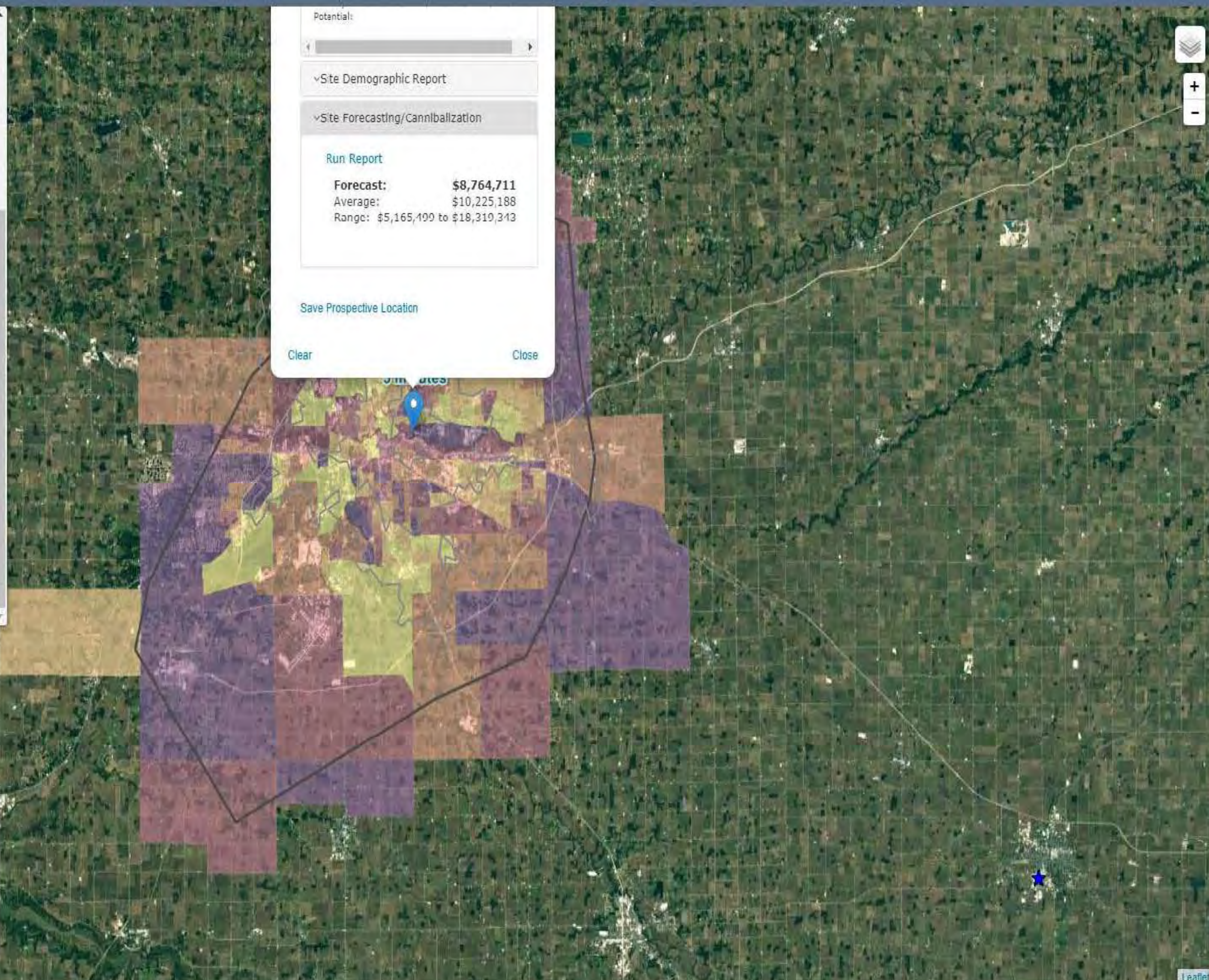
Legend

A[Stores] ★ C[Stores] ★

Void Analysis - Grocery Stores Unrealized Potential by Block Group

<(\$117,622)	(\$117,622) - (\$88,309)	(\$88,309) - (\$67,302)	(\$67,302) - (\$47,438)	(\$47,438) +	Edit
	(\$88,310)	(\$67,303)	(\$47,439)		

5 km
3 mi



Map navigation controls: Layer icon, Zoom in (+), Zoom out (-)

Carto Explorer

Define a Data Layer by selecting the data category:

Area Data Point Data

Choose demographics from large selection of variables and add filter

Load Variable List Formula Builder

or
Select Saved Filter Sets: None Load Delete

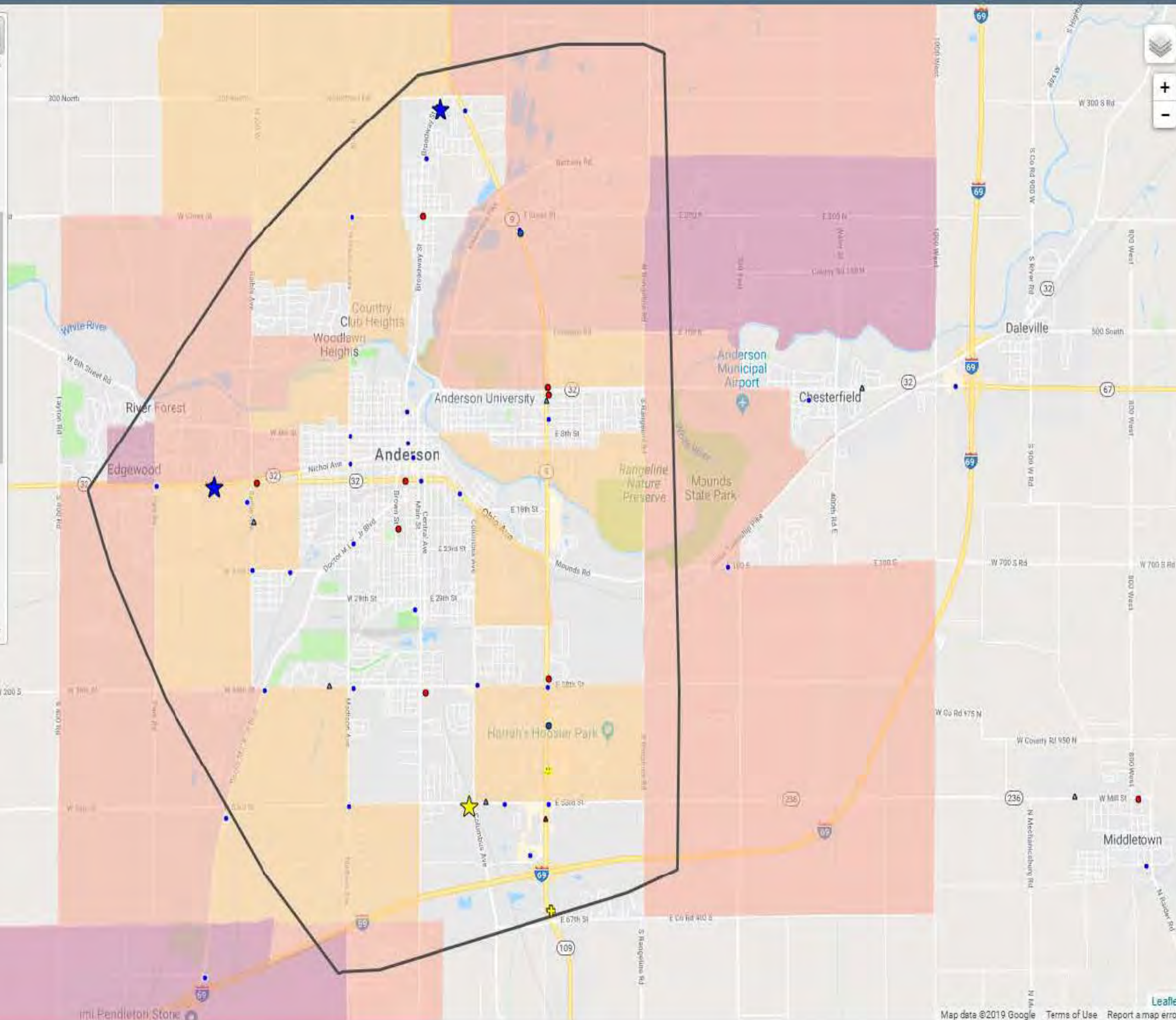
- Med an household income (2016A) [Click Here] [Remove]

By: Block Group
 Filter: Range
 From: 40000 To: 80000
 Add

Save Filter Set: Save

Defined Data Layers:

- Clear All layers
- Median household income (2016A) By BGP when Between 40000 to 80000



Legend

BJ'S WHOLESALE CLUB[Competitors] ▲ Walmart[Competitors] ●
 Target[Competitors] ▲ Meijer[Competitors] ▲

Median Household Income by Block Group

<\$37,700	\$37,700 - \$50,399	\$50,400 - \$64,699	\$64,700 - \$87,799	\$87,800+
-----------	---------------------	---------------------	---------------------	-----------

Edit

1 km
 3000 ft
 Google

Carto Explorer

Values: 311 Multi - Select

Add

Proximity Options

Spatial Option: Within

Distance/Time: 1

Spatial Type: Distance (miles)

of Data Set: Stores

Add

Added Filters:

Customers - Within - 1 miles - Stores

Clear Filters

Save Subset

Display Functions:

Display Multiple Subsets

Override Color

Symbol Size: Small

Display

Defined Data Layers:

Clear All layers

Customers
Customers

Legend

- Stores
- Drug Stores and Proprietary
- Dollar General
- BJ'S WHOLESALE CLUB
- Target
- Grocery Stores
- Grocery Stores [Competitors]
- Dollar Tree [Competitors]
- Sam's Club [Competitors]
- Costco [Competitors]
- Walmart [Competitors]
- Meijer [Competitors]

1 km

3000 ft

Google

