



The chances are, you already know what makes a good customer for your business. The trick is how to find more of them. The Radar range of products has been designed to help you do just that.

Radar is a set of new marketing tools that create a profile of the people who already buy your products or services then uses that information to create detailed target mailing lists and local area maps for you to work with.

In short, Radar is exactly what its name suggests – a new business detector for all kinds of retail and service businesses. Anyone, in fact, who deals with the New Zealand public.

Radar products

radar*data*

Concise and highly targeted prospect data packages based on specific business locations.

radar*profile*

Neighbourhood and street profiles for real-estate and rental agents or targeted advertising.

radar*maps*

Franchise and direct sales territory plans.

Spend less – make more

By targeting your mailing, door-drop or advertising spend only in areas you know will be rich with customers you can actually increase effectiveness while decreasing your marketing costs. It's this simple fact that makes Radar an essential tool for small and medium-sized businesses working hard to compete with the huge advertising budgets of international chains.

Radar for local shops and services

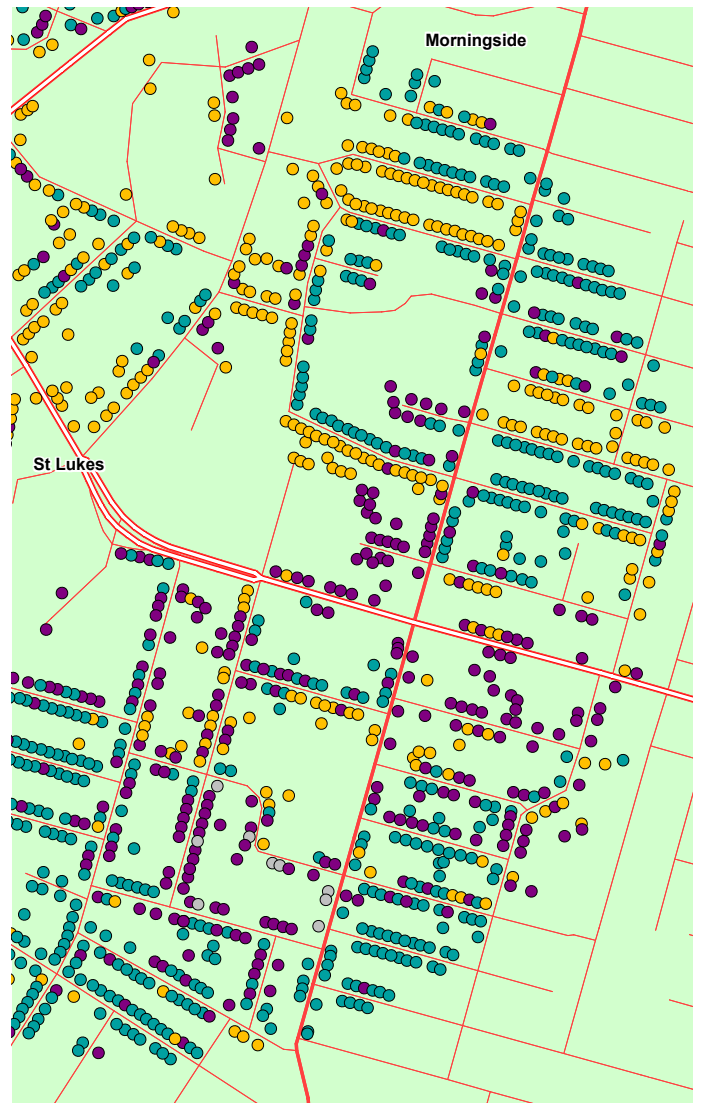
Use what you already know about your customers to identify the local streets, and neighbourhoods you're most likely to find more people like them. Radar can generate a complete mailing list or door-drop distribution list.

Radar for growing businesses

Use Radar to identify the most valuable locations for you to open new branches. Find the areas most likely to have high proportions of potential customers – or even the best staff.

Radar for direct sales and franchise planning

Give sales teams and franchisees a valuable new planning tool to help improve their performance. And give yourself a better understanding of who's succeeding.



Radar neighbourhood profile map showing different household types in each street.

How does Radar work?

Radar combines the latest New Zealand Census information with the results of independently-conducted lifestyle surveys, QV property valuations and regularly updated, New Zealand Post-approved mailing lists.

PMP Micromarketing has been at the forefront of geodemographic profiling in New Zealand for more than 20 years. With Radar, PMP is bringing this experience to a wider range of businesses.

For a sample Radar report and information about using Radar in your business, call us today.

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