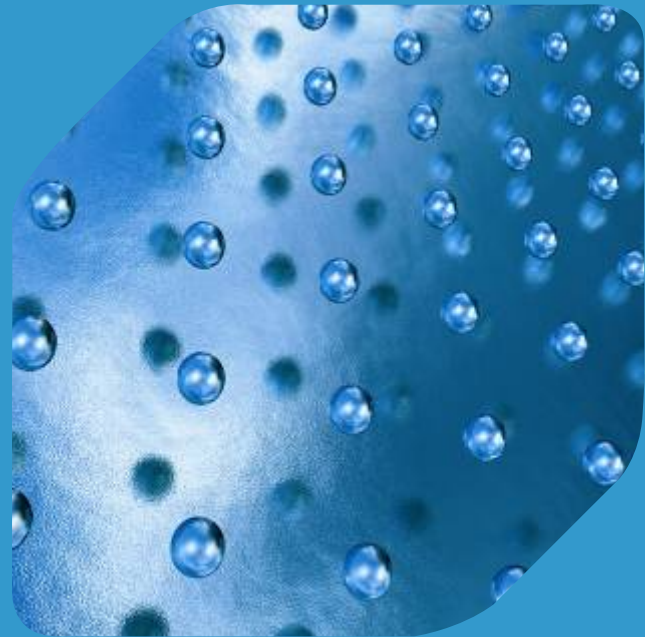


TNS EX·A·MINE™

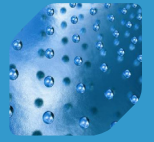
GeoCheck

Evaluation and Selection
of Microgeographic Information
for Marketing and Distribution



TNS EX·A·MINE™ GeoCheck

Why is GeoCheck relevant for you?



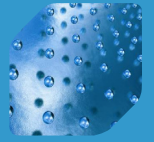
- **Microgeographic Information** is being used increasingly for the enrichment of customer databases.

- There are **numerous suppliers** of Microgeographics, whose offers though can be evaluated by
 - **width** (attributes) and **depth** (fineness) of available data,
 - but hardly compared and judged with respect to **explanatory power** of data for a specific question

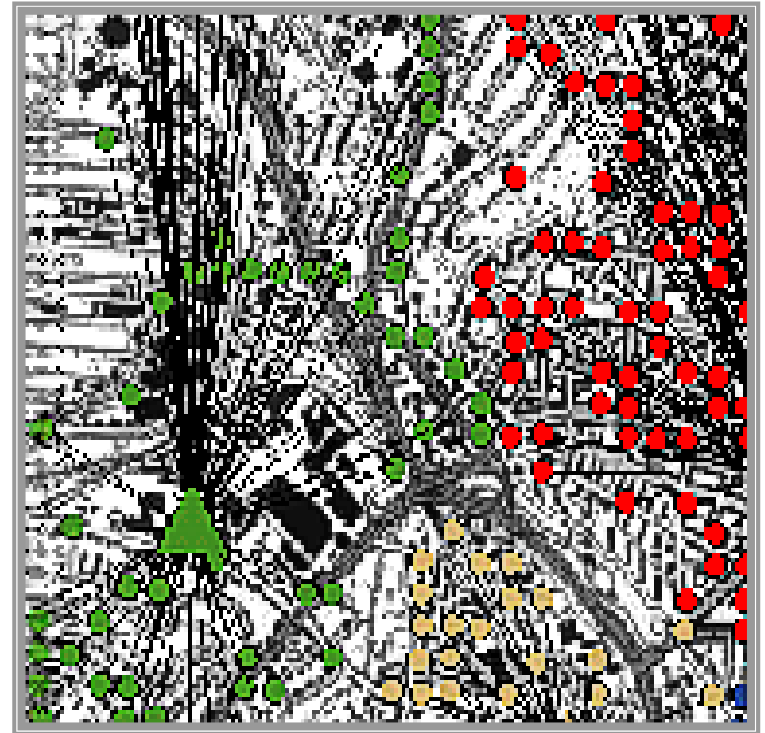
- TNS EX·A·MINE GeoCheck supports you with
 - the **evaluation** of microgeographic data (test enrichment)
 - the **selection** of the information supplier, whose offer has the highest explanatory power with respect to the questions analysed (if necessary we combine attributes of different suppliers)

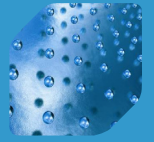
Data Source Microgeography – Basic Idea

“Birds of a feather flock together”



- Basic principle of “neighbourhoods” (regional “clusters” of persons with similar characteristics)
- Probabilities for the possession of certain characteristics (e.g. sociodemographics, use of products, attitudes etc.) are being assigned to every household based upon its address.
- For example, if 70% of the residents of a certain street own a Porsche, every household in this street has a probability of 70% for owning a Porsche





Leading suppliers of microgeographic data

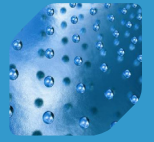
- Acxiom (formerly Claritas + Consodata/pan-adress), AZ Direct, microm, Schober, Deutsche Post Direkt, Global direct, infas GEOdaten

Key differentiators

- Width of data – used sources (inspection, official statistics, corporate databases, ...)
- Depth of data (geographical breakdown)
- Other services: reconciliation / correction of addresses, address selling, analysis, data collection, calculation of distances, GIS-Tools, lettershop, listbroking, ...
- Focal point: private households / [companies]
- **But: Explanatory power for a specific question???**

Examples of Microgeographic Characteristics

External attributes for the enrichment of customer database



■ **Sociodemographics and socioeconomic attributes**

- Sex
- Age
- Risk
- Status
- Buying power
- Family structure
- Nationality
- Need for anonymity
- Education
- Occupation
- Unemployment
- Commuters
- Living situation
- Automobiles etc.

Typologies

- e.g. MOSAIC Typology microm
- ACXIOM Mikrotype (incl. insurance behaviour)
- GeoBase (nationalities), Global Direct

Life Styles

- e.g. MOSAIC Milieus – (SINUS Sociovision), microm
- Cosmos® Viewer, Acxiom
- Euro-Socio-Styles (ESS), GfK
- GfK Roper Consumer Styles

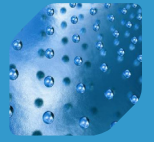
Sectoral indices

- e.g. ACXIOM insurance typology (6 parameter values, e.g. loyal sales representative customer, demanding delegator etc.)

Semiometrics

- SemioSelect & SemioScore, AZ Direct/TNS Infratest

Application Example: Enrichment of Addresses with MOSAIC-Type



	A	B	C	D	E	F	G	H
1	Versicherungs-Nr.	Strasse	Haus-Nr.	PLZ	Ort	MOSAIC-TYP		
2	19271819	Kiefernstrasse	4	80331	München	14		
3	19271820	Mühlenweg	23a	81469	München	1		
4	19271821	Starnberger Landstr	551	80759	München	13		
5	19271822	Bergweg	2	83567	München	5		
					nen	16		

MOSAIC-Types

Group A City slickers with high-level social standing

Type 1 Attractive inner-city condominiums

...

Group B Well-off suburban residents

Type 5 "Commuter belt": good new detached houses

...

Group D Municipal problem areas

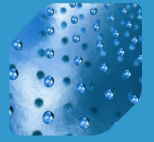
Type 13 Social house building in medium cities

Type 14 unimproved old buildings

Type 16 "Scene": alternative milieu

...

Application Example: Enrichment of Addresses with Possession of Insurance



	A	B	C	D	E	F	G	H
1	Versicherungs-Nr.	Strasse	Haus-Nr.	PLZ	Ort	MOSAIC-TYP	F-Gruppe A	F-Gruppe B
n						14	2	3
n						1	4	5
n						13	1	2
n						5	5	4
n						16	2	1

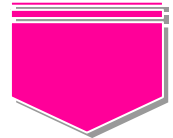

Results of models (based upon Microgeographics)

A Probability of possessing PMI – complete insurance

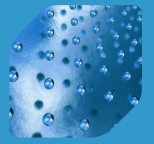
- 1 more than 30% below average
- 2 up to 30% below average
- 3 average
- 4 up to 30% above average
- 5 more than 30% above average

B Probability of possessing PMI – partial insurance

- 1 more than 30% below average
- 2 up to 30% below average
- 3 average
- 4 up to 30% above average
- 5 more than 30% above average



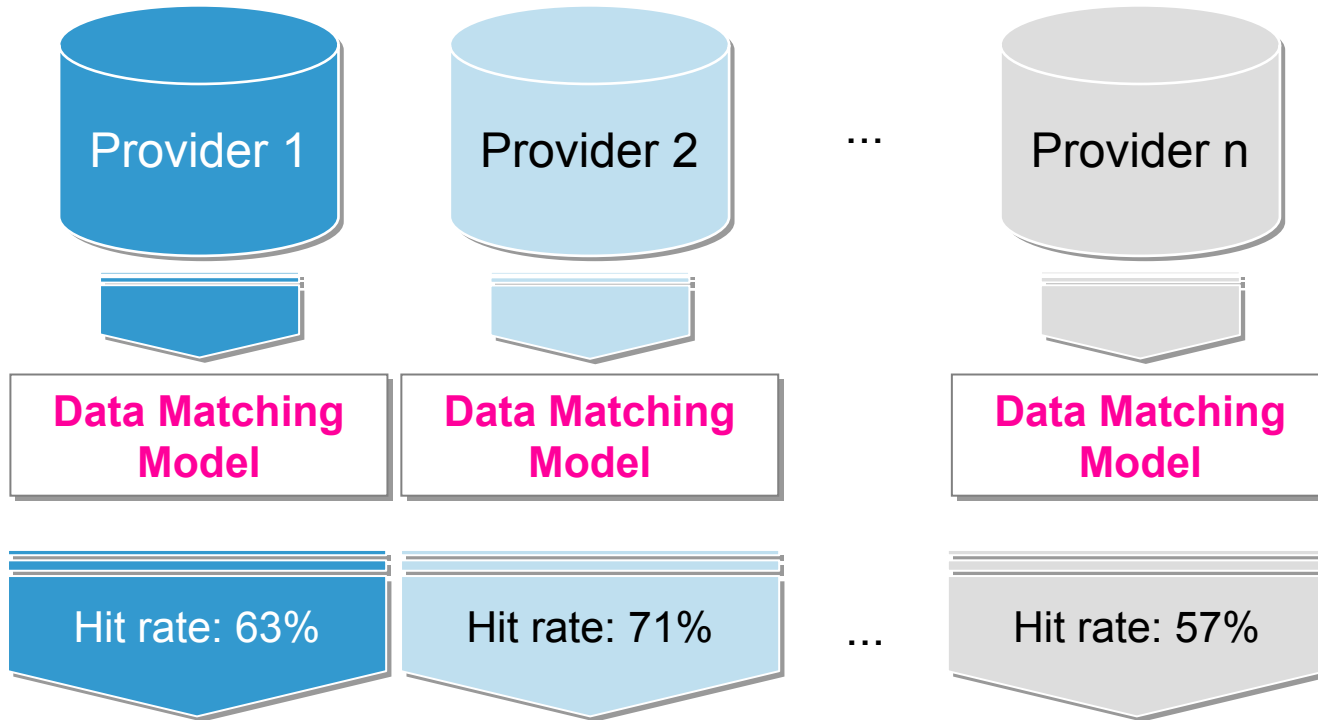
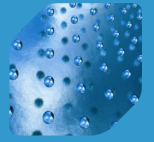
Identify and select
interesting addresses



- **Definition of target criteria:** e.g. segment membership, buying probability, churn probability, response etc.
- **Selection of eligible providers** of microgeographic information
- **Enrichment of a sample** of addresses from customer database with microgeographic information of providers to be tested
- **Evaluation of providers and attributes** with respect to target criteria
- **Selection**
 - of the best attributes and providers per target criterion
 - of the best provider all in all (over all target criteria)
 - of the optimal combination of attributes and providers

TNS EX·A·MINE™ GeoCheck

Selection of the best provider



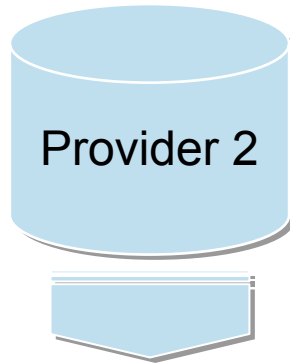
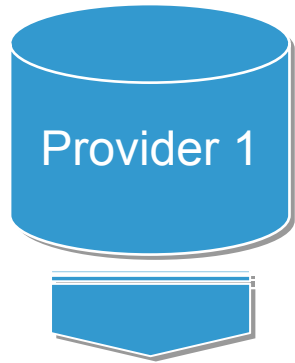
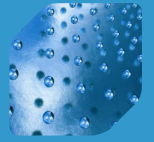
Explanatory power of target variables by external data?

Model fit?

Target variable
e.g. buying probability for a new product conception

TNS EX·A·MINE™ GeoCheck

Selection of the best combination of providers



...



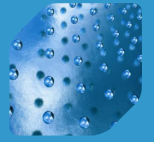
Data Matching Model

**Explanatory power
of target variables
by external data?**

Hit rate: 75%

Model fit?

**Target variable
e.g. buying probability for a new product conception**



- **Internal data vs. Microgeographics**

What additional benefit does Microgeography provide?

- **Comparison of model fit for different target criteria**

Which target criteria (e.g. customer value, product affinity etc.) show the best linkage to Microgeographics?

- **Comparison of providers**

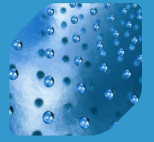
Selection of (one or more) provider(s), whose data possess the highest explanatory power with respect to the problem

- **Comparison of selected variables**

Selection of variable that has the best explanatory power

- **Significant Cost Reduction**

im compared to complete enrichment with all potentially important attributes!



Holistic
Customer
Understanding
[EX▪A▪MINE
Services]

Dr. Robert Hartl
Tel. +49 89 5600 – 1320
robert.hartl@tns-infratest.com

