

Business Demographics, Components & Services

Components

- GeoExplorer® Application
- Data Storage / Management
- Demographic / Business Data
- Thematic Mapping
- Site Demographic Report
- Aerial & Satellite Imagery

Allow organizations to solve complex location-based customer / market-related problems.

- ▶ Who are the customers?
- ▶ Where do the customers reside or work?
- ▶ What kinds of people live near my store(s)?
- ▶ What is my store(s) market territory?
- ▶ Is the market territory being served?
- ▶ Where are my growth opportunities?

Visualize and Analyze Your Business Data

- See where your customers are by mapping out your customer database. Are they clustered or concentrated in certain areas?
- Analyze the demographic data of those areas to better understand the profile of your customers
- Use the customer profile to design and improve marketing programs, target specific areas and evaluate marketing results.
- Reduce expansion risk by screening new store locations and improving your site selection process

Site Demographic Reporting

This function allows users to quickly summarize numerical demographic information for a given area (i.e. study area – 5 km radius of your business) and compares the result to its corresponding municipality. Benchmarking your study area to its larger municipality will help you better understand your study area, and how it fits into the bigger picture.

Thematic Maps / Satellite & Aerial Imagery



With the GeoExplorer® you can:

- View aerial imagery of property locations
- Display customer locations and competitor locations within a defined trade area
- Search for Legal Land title, addresses, malls even specific demographic data
- Create demographic reports within a few clicks!



Call us today for a free trial account! You determine what data is available on the map, choose from:

- 2001 Canadian Census
- PSYTE Clusters of cohort groups including age, income, spending patterns and lifestyle
- Aerial photography
- Your available properties
- Much more...

For more information on this service, contact us at 1-877-8MYRIAD or email: info@myriadinc.com



Business Demographics Data Mapping

designed for the business and consumer sectors

An Internet based GIS application

The solutions we develop make use of our web-enabled application called GeoExplorer® which stores and links layers of data to geography in an innovative way. GeoExplorer is delivered over the Internet on a subscription basis. GeoExplorer is fully customizable including the look and feel of the maps and the functionality. Over 300 layers of data can already be accessed on our maps – simply add your own data and you are ready to go. A major benefit of GeoExplorer is that no additional hardware or software is required. With just a few clicks, GeoExplorer is accessed through an Internet Explorer browser with varying levels of access to designated user groups. Anywhere you access the Internet, you can view, edit and manage your strategic information.

Increase awareness, reach new markets & drive revenues

The College of Business Administration says that 75% of corporate data is geographic – yet most businesses have never mapped their data. Traditional methods of marketing with flyers, issuing club cards and billboards are not economical, and valuable information is going to waste.

Business Demographics allows you to learn the ‘who’ and ‘where’ of your business.



- Create trade areas and locate target market client for flyer delivery

- Plot your customer information on a map for your own demographic report



- No intensive coursework, no costly hardware or software – just point and click to create your map

Geomatics™ Business Demographics Mapping Services is fast, simple and reliable

- It is a completely scalable online mapping system available 24x7x365
- Reduce operating costs by eliminating large capital expenditures for hardware, licenses, mapping data.
- Improve efficiencies, by aligning “validated” geo-demographic information with sales statistics
- Scalable and flexible - GeoExplorer® can be used by a small group of people or can be used as an enterprise data delivery tool with hundreds of users

Don't Waste Valuable Time and Money – Maps are tools you can use to expand your business.

- Screen new store locations
- Market to target audiences
- Map inbound phone calls
- Optimize billboard locations by viewing traffic flow patterns
- Create demographic reports on cohort groups, spending patterns, average income and much more!
- Rest assured that your data is securely hosted in our intelligent Internet data centers



Your Mapping Future is waiting!

For more information on this service, contact us at 1-877-8MYRIAD or email: info@myriadinc.com



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