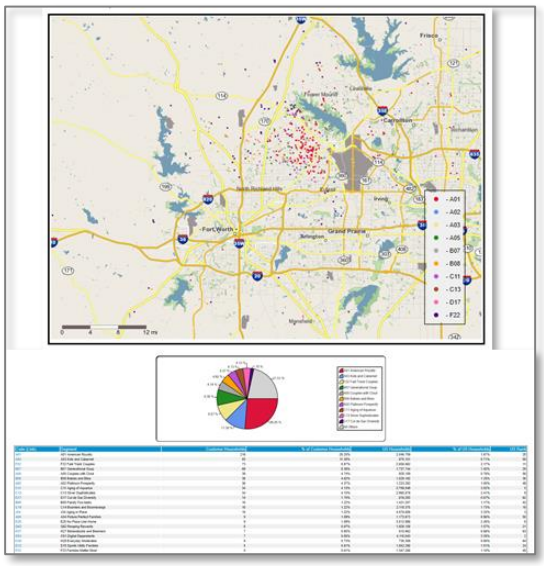
Customer Profile without Data App

About the App:

- Gain extensive demographic and psychographic knowledge about your customers. Develop a customer profile based on the dominant households in the selected geography even without customer data. Answer the question of "what type of customer should I be targeting?"
- Input: Select a geography, address with radii or drivetime, or polygon
- Output: Map with top 10 customer segment customer dots, summary of customer profile – including customer segment breakdown and detailed information on each customer segment



Data in the App:

- Experian

Typical Users:

- Industries – Retailers, Restaurants, Franchisors, Grocers, Healthcare Organizations
- User Roles – Real Estate Developer, C-Level, Finance, Marketing, Strategy

Apps Users Also Bought:

- New Store Impact
- Market Analysis
- Analog/Sister Store

Price:

Option 1 – Transaction: $500/report

Option 2 – Subscription: $1,500/license per year with unlimited reporting + $1,000 one-time set-up fee