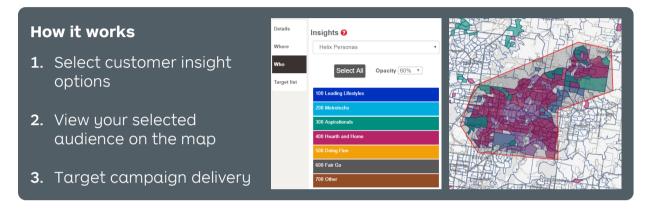


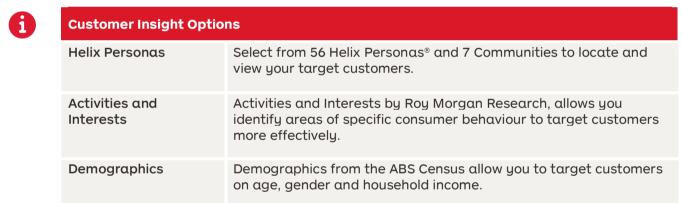
## Delivering with Customer Insights



Customer insight offers ways to more effectively reach your intended audience. You can locate and deliver promotional mail to a specific target market, customer segment or reach individuals who engage in an activity, share specific interests or values.







## ? How might Customer Insights work for me?

Product/Service	Locate your ideal customer on the map
Tourism	Those with a high interest in and the means to travel
Financial services	Those looking to save, purchase or invest in their future
Entertainment and leisure	Target promotions based on audience age and interests
Baby clothing	Target new parents and families based on age, gender and family values
Renovations	Market your services to population segments that typically own 1 or more properties
Real Estate	Advertise in areas with property development opportunities and community growth
Utilities/communications	Advertise to consumers who are seeking a fairer deal