

## A Unique Approach to Segmentation

Most segmentation tools create homogeneous groupings around innate consumer traits (age, gender, ethnicity, etc.). Aspects™ is different: it is based on consumer choices such as religious and political affiliation and other significant 'life choices'.

## Create Cohesive Strategies

Aspects will allow you to group customer or prospect segments for the purpose of optimizing:

- Messaging
- Creative
- Marketing channel
- Products/Pricing

## Our Database at the Core

Our proprietary set of data that allows us to produce powerful scored solutions. It is created from over 100 sources, updated quarterly, and contains 1,500 proprietary demographic, psychographic, attitudinal, econometric and summarized credit attributes.

## Clear Benefits to Users

- Can be used to enhance any list
- Applied at the Zip+4 level
- Data can be custom modeled

## Test it Yourself – Free!

Aspects is available now for free testing for a limited time. The tool can be applied to any consumer list at the Zip+4 level. Call us today to test Aspects free of charge.



*Aspects allows you to utilize advanced optimization strategies .*

<u>Cluster #</u>	<u>HH Pop. %</u>	<u>Politics</u>	<u>Religion</u>	<u>Demographic Characteristics</u>	<u>ResponseIQ™ Score</u>
01	4.47%	Democrat	Catholicism	Very High Income (\$110K), Married	31
02	4.76%	Democrat	Catholicism	Mostly Caucasian (73%), Well Educated	39
03	2.99%	Democrat	Catholicism	Younger, Moderately High Income (\$74K)	42
04	0.69%	Independent	Catholicism	Mostly Non-Hispanic Caucasian (95%)	30
05	0.73%	Independent	Catholicism	Mostly Non-Hispanic Caucasian (94%)	37
06	0.37%	Independent	Catholicism	Moderate Income, Mostly Divorced	39
07	0.18%	Republican	Catholicism	Mostly Non-Hispanic Caucasian (97%)	39
08	2.21%	Unknown	Catholicism	Very High Income (\$101K), Married	24
09	1.53%	Unknown	Catholicism	Moderately High Income, Well Educated	32
10	0.78%	Unknown	Catholicism	Moderate Income (\$64K)	41
11	0.36%	Democrat	Judaism	Mostly Married, Well Educated	57
12	0.73%	Democrat	Judaism	Younger, Moderate Income (\$61K)	57
13	0.63%	Democrat	Judaism	Moderate Income (\$56K), Mostly Divorced	54
14	0.06%	Republican	Judaism	Older, Moderately High Income (\$77K)	15
15	0.54%	Unknown	Judaism	Very High Income (\$106K), Married	19
16	0.45%	Unknown	Judaism	High Income (\$90K), Well Educated	26
17	0.19%	Unknown	Judaism	Well Educated, Urban	35
18	2.22%	Democrat	Protestant	Mostly African-American or Hispanic	66
19	3.11%	Democrat	Protestant	Mostly African-American or Hispanic	72
20	3.00%	Democrat	Protestant	Mostly African American, Divorced	72
21	0.86%	Independent	Protestant	Rural or Outer Suburban, Caucasian	51
22	1.25%	Independent	Protestant	Rural or Outer Suburban, Blue Collar	56
23	0.61%	Independent	Protestant	Rural or Outer Suburban, Low Income	56
24	12.34%	Republican	Protestant	Rural, Low Income, Married	51
25	12.15%	Republican	Protestant	Rural, Lower Education	51
26	7.19%	Republican	Protestant	Rural, Low Income, Divorced	56
27	9.69%	Unknown	Protestant	Moderate Income (\$62K), Married	47
28	9.91%	Unknown	Protestant	Moderate Income (\$56K)	54
29	8.18%	Unknown	Protestant	Diverse Ethnicity, Low Income	63
30	0.65%	Democrat	None/Unknown	Younger, Moderate Income (\$64K)	47
31	1.08%	Democrat	None/Unknown	Younger, Urban or Suburban	52
32	1.27%	Democrat	None/Unknown	Younger, Divorced, Urban	53
33	0.17%	Independent	None/Unknown	Non-Hispanic Caucasian (92%), Non-rural	51
34	0.23%	Republican	None/Unknown	Married, Non-professional	32
35	0.43%	Republican	None/Unknown	Moderate Income (\$60K)	36
36	0.22%	Republican	None/Unknown	Moderate Income, Divorced	43
37	1.26%	Unknown	None/Unknown	High Income (\$88K), Married	29
38	1.38%	Unknown	None/Unknown	Well Educated, Non-rural	37
39	1.14%	Unknown	None/Unknown	Moderate Income (\$53K), Non-rural	51
	<b>100.00%</b>				<b>50</b>

NOTE: The mean ResponseIQ™ score for each segment, ranging from 1 to 99 (where 99 is the most responsive).