

# Customer Profiling Site Analysis

InterDirect MarketFocus™

*Who are your most profitable customers?  
How will your next location perform?*

MarketFocus™ is a customized program designed specifically to identify and profile *your most profitable customers* — those customers that visit you the most often and spend the most money. You now will know the demographics, lifestyle characteristics and purchasing patterns of your core customers.

Additionally, MarketFocus™ provides you with a custom statistical site model that is used for *accurately forecasting sales* of potential store locations. By using the MarketFocus™ system for site selection, you can be sure that your new locations will be *high performing stores*.



**Once you know who your optimum customers are, you can:**



- » **Identify** and locate high-value customer segments
- » **Quantify** the size of potential markets
- » **Purchase** direct mail lists of your target customers
- » **Customize** messages to appeal to your customers
- » **Execute** targeted marketing programs
- » **Place** your advertising media dollars where your customers will be reached

**By developing an optimum site model, you are able to:**



- » **Accurately forecast** the performance of prospective locations
- » **Prioritize** expansion markets
- » **Determine** the optimum number of locations a market can successfully support
- » **Isolate** viable prospective sites within a market
- » **Determine** the potential cannibalization of existing or new sites
- » **Assess** under-performing stores

*InterDirect is a research and marketing firm specializing in results-oriented solutions for the retail industry.*

*We are dedicated to providing customized products and services to meet your concept's individual needs.*

**InterDirect®**  
Data • Insight • Results

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