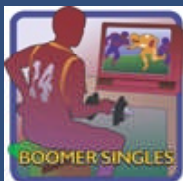


Life Stage Segmentation

- Social psychology and consumer behavior supports a common sense assumption that households will share more consumer similarities if they share the same life stage, such as single, married, parent, empty nest and similar socio-economic characteristics.
- PersoniX® has been developed with a methodology focused on life stages, resulting in greater differentiating power and greater consumer distinction between clusters.



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The Gadberry Group is the premium provider of U.S. household geo-demographic data products. Gadberry's products are superior to products that rely on summarized data such as 2000 census data or postal data as their primary source. It is also unlike compiled consumer data that is built primarily for direct marketing use, doesn't represent all occupied households, nor is it built to be trended with historic census data. Gadberry's products reveal ground truth about today's population and demographic trends – not an estimate of what may be happening using traditional methods.

Gadberry's flagship product MicroBuild® uses household level demographic data as its primary source it can be extended with other powerful demographic characteristics. Each of the MicroBuild products delivers on the MicroBuild promise of current, accurate, and precise information. No other product even comes close. MicroBuild demographic products are available for all census and postal geographies.

MicroBuild_{HS} – Household Segmentation

MicroBuild_{HS} like other MicroBuild demographic products, uses MicroBuild as its household and population baseline and provides a geographically accurate aggregation of all U.S. households based on their unique demographic and behavioral characteristics.

Produced each quarter, MicroBuild_{HS} harnesses the power of PersoniX®, a household level segmentation system that places each U.S. household into one of 70 segments based on that household's specific consumer and demographic characteristics. PersoniX reveals the dramatic difference between the characteristics and consumer behaviors of the affluent retired couple right next door and the young family just starting out.

MicroBuild_{HS} is produced by encoding name and address data for all occupied US households. The encoded results are distributed to MicroBuild household counts and aggregated beginning at census block level based on strict sampling thresholds.

Next Evolutionary Step in Consumer Segmentation

- **Current, accurate, fresh data reflects U.S. consumers.....today.**
PersoniX is driven by Acxiom's InfoBase® household data, the most accurate, current source of consumer data in the industry. With at least two updates per quarter, PersoniX assignments accurately reflect the dynamic nature of consumers today.
- **Precise, household level segmentation.**
PersoniX segmentation is applied at the household level not at a block group or larger, enabling greater precision of targeting and true accuracy of segmentation.
- **Superior differentiation between segments.**
Acxiom's life stage segmentation methodology results in a higher level of differentiating power, providing inherently greater distinction than classical segmentation models.
- **Linkages with Syndicated Data**
PersoniX clusters can be used in conjunction with industry leading syndicated survey data such as Media mark Research and Scarborough Research.



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MicroBuild_{HS} Data Packages Include:

- Counts of PersoniX groups and clusters for current year for all Census block groups and blocks
- Average Weighted Income and Net Worth based on the geography
- Metadata - demographic characteristics for each cluster (age, income, marital status etc.), Groups and Cluster relationship, descriptive descriptions for each cluster
- Best Latitude/Longitude - when delivered at block level, Gadberry's proprietary address weighted block centroids are provided which identify the average location for households in an area, a powerful aid in determining population centers in larger geographies.
- Sampling Statistics - when delivered at block level, sampling statistics are provided to describe the sampling level and percentage of the block group households contained within the block.

Delivery

▪ **Distributions**

Distributions are available for all census and postal geographies as a flat file which can be seamlessly integrate the comprehensive and accurate demographics into your existing in-house GIS software and analytical models.

▪ **Magnify® Visualization and Reporting**

Clients can receive the data as an integrated solution via Magnify, Gadberry's data visualization and mapping application. With Magnify, users can assess new and existing locations and create reports using the most current MicroBuild data. Because it's a hosted solution there's no software to buy or maintain and data updates are seamless.

▪ **Customer Database Enhancement**

Values can be appended for each customer or prospect household record through Gadberry's enhancement service. Clients can then use the demographic characteristics to profile their customer and prospect data and identify their best customers and target new customers.

▪ **List Selection**

MicroBuild_{HS} values can be used to create targeted marketing lists from Gadberry's marketing services.

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