



# Customer Profiling Has Never Been So Accurate or Easy

**Forecast Your Brand's True Earning Potential.  
For Any Site. In Just Three Steps.**

**Identify** pockets of your best customers with eSite Analytics' Address Append—an innovative solution for pinning down hard-to-find consumer addresses, down to the household level

**Connect** addresses and neighborhoods to Experian Mosaic® consumer classifications that paint crystal-clear profiles of the people you'd be marketing to—all in a matter of minutes

**Get a highly accurate forecast** of how many customers a site has to work with and how much they're willing to spend over the course of a year—a dream for retail managers and marketers alike



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“With eSite™ resources and consulting...  
our members’ practices no longer waste funds on  
the wrong areas and marketing channels.”

— Jim Greenwood, *VISION SOURCE*®

**Customer penetration modeling lets** you target truly profitable customers, down to the household level. No more guessing at zip codes. No more wondering which offers will drive the most traffic. Even marketing teams can forego the process of developing customer personas—with Experian Mosaic’s highly detailed (and remarkably accurate) consumer classifications, that work’s already been done for you. All that’s left to do is identify your top customer segments and forecast how much they’ll spend in a year. And that’s where eSite Analytics’ customer profile modeling comes in. It’s the best way to know, really, precisely how much earning potential each prospective site holds for your brand.

## Revolutionizing Retail. One Customer at a Time.

[www.eSiteAnalytics.com/Profiling](http://www.eSiteAnalytics.com/Profiling)

Our Clients include:



Know Really™ Where your customers commute, shop, dine and play. At any hour. Of every day.