

# A Roadmap for the New Products & Services

Peter Sleight

Target Market Consultancy

TMC

# Background

- 2001 Census data : CAS emerged during Autumn 2003
- Census VARs were beavering away, creating new & updated products
- A few classifications were launched in late-2003; majority are emerging in early 2004

TMC

# The Market

- TMC estimates put total geodems.+ lifestyles turnover @ c. £200 mn. p.a.
- Dozens of data & solutions providers, large and small
- New Census data is decennial ‘spur’ to product innovation & market growth
- Data ‘free at point of use’- dramatic change, and additional fillip for new entrants

TMC

# Census VARs / Distributors

- Pre –2001, Census data ‘expensive’
  - Census Offices collected royalties
  - £30K to become a Census agency
  - £240K to market a classification
- Post- 2001, ‘free’ data changed scenario
  - Simple ‘click/use’ licence from HMSO
  - Or ONS distribution licence ...
  - Or Approved Suppliers scheme ( see ONS website)

# Types of Value-Added

- ‘Packs’ of Census variables
- Analysis/profiling tools (area, customer)
- Mapping/GIS software
- Propensity models (area, or individual/household)
- Neighbourhood Classifications

TMC

# 'Packs' of Census Variables

- Merging data from 3 Census Offices
- Selecting key variables for particular purposes
- Putting the data into particular formats, e.g.
  - SAS, SPSS
  - Oracle
  - MapInfo or ArcView

TMC

# Analysis/Profiling Tools

- Adding geodemographic functionality, e.g.
  - Area profiling
  - Customer profiling
- Area analysis functionality, e.g.
  - Drive-time software
  - Gravity modelling
- Ranking, scoring facilities, etc.

TMC

# Mapping / GIS Software

<b>Supplier</b>	<b>System</b>
<b>Business Geographics</b>	<b>GeoWeb</b>
<b>CACI</b>	<b>InSite</b>
<b>ESRI</b>	<b>ArcView</b>
<b>EuroDirect</b>	<b>MicroVision</b>
<b>Experian</b>	<b>MicroMarketer</b>
<b>GeoBusiness Solutions</b>	<b>GeoReporter</b>
<b>Kingswood</b>	<b>GeoConcept</b>
<b>MapInfo</b>	<b>TargetPro</b>
<b>Tactician UK</b>	<b>Tactician</b>



# Propensity Models

- Small-area demand models, driven by survey research links, or lifestyle data
- Individual / Household-level propensity models, driven by similar data
- Syndicated market research plays a major role ; e.g. EFS, TGI, FRS, MFS

TMC

# Neighbourhood Classifications

<b>Supplier</b>	<b>System</b>
<b>AFD</b>	<b>Censation</b>
<b>Allegran</b>	<b>Gnuggets</b>
<b>Beacon Dodsworth</b>	<b>P<sup>2</sup> People &amp; Places</b>
<b>CACI</b>	<b>ACORN</b>
<b>Claritas</b>	<b>PRIZM</b>
<b>Clockworks</b>	<b>SONAR</b>
<b>EuroDirect</b>	<b>CAMEO</b>
<b>Experian</b>	<b>Mosaic</b>
<b>GeoBusiness</b>	<b>ATOMIC</b>
<b>ISL</b>	<b>RESIDATA Lifetypes</b>
<b>Streetwise</b>	<b>Likewise</b>

# Characteristics of Neighbourhood Classifications

- Structure / Hierarchy
- Country, Market or Product specific
- Data sources :
  - Census only
  - Census + other data
- Geographical level ( LAD, Ward, OA, postcode, household )
- Availability ( delivery system, directory, linkages, etc)

# Non-Census data used in classifications

- Credit data / CCJs
- Housing data
- House-price data
- PAF data
- Electoral roll
- Market Research data
- Lifestyle data

# ‘How to choose’ for users

- How well does it discriminate in your market ?
- Cost ? ( one-off or annual ? ) Updates ?
- Delivery system ? Support material ?
- Linkages ? Integration ?
- ‘Chemistry’ ?

TMC