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Demographic insights. **CLEAR ADVANTAGES.**

With Clario Zone, you can **leverage proven census and climate data** to get a fresh look at your customer base, fully penetrate current markets and confidently target new customers. Choose from the three solutions below, and discover how Clario Zone’s streamlined, deployable data files can help you make smarter, faster marketing decisions.

2010 Census Data: Essential demographics organized for action

- Includes data compiled from questions around gender, age and race, plus household type, size and ownership status
- Organized in a turnkey .csv format for easy deployment
- Data available by zip code and block group

American Community Survey (ACS): Deeper insights tracking change

- Long-form survey data collected over time by the Census Bureau
- Tracks key socio-economic information such as income, education, transportation methods and more
- Data compiled from 2005-2009, available by block group (now) and zip code (early in 2013)

Climate Data: Helping climate-sensitive offerings connect and capitalize

- Features 30-year (1980-2010) “climate normals” from the National Oceanic and Atmospheric Administration (NOAA)
- Tracks monthly and annual temperatures, precipitation and more
- Allows you to better target campaigns for climate-sensitive products and services
- Data available by zip code



TARGET THROUGH GEO-DEMOGRAPHICS

With Clario Zone’s census and ACS data, you can fully:

Engage customers

MATCH your buyer profile to specific socio-economic areas and needs

ENHANCE predictive models to gain traction with non-buyers or lapsed buyers

Focus your offers

TAILOR campaigns, products and incentives to receptive regions

CUSTOMIZE emails and catalogs to local-market needs

Expand confidently

GAIN insights on where best to locate a new store

GROW your mailing/email list into lucrative new territories

“NOW WE CAN SEE HOW OUR MARKET HAS CHANGED,
AND WHERE THE NEW OPPORTUNITIES ARE.”

Build on your existing customer intelligence

- Clario Zone gives you the very latest geo-demographic and climate data from reliable governmental sources, helping you stay statistically up to speed
- Allows you to complement your existing data sets and fill in gaps in coverage
- Helps you better measure new-market potential and build a stronger case for expanding geographically

Get public data in its most actionable form

- Census and climate data have traditionally been accessible, but in formats that are non-user-friendly and non-actionable
- Clario Zone transforms this government data into turnkey .csv files that are organized, intuitive and user-friendly
- You can “slice and dice” the data in multiple ways and load and deploy it yourself

Access help from proven Clario solutions and experts

- Clario Zone leverages Clario Core’s cloud-powered analytical platform that makes viewing, analyzing and sharing information easier than ever
- Our expert marketing strategists and analysts are on hand if you need help with specific applications for your data

For more information, call **866-849-3341**
or visit **clarioanalytics.com** for a demo.



MAXIMIZE IMPACT THROUGH CLIMATE DATA

Clario Zone’s Climate Data will enhance the marketing impact of your climate-sensitive products or services, by helping you:

UNDERSTAND YOUR CUSTOMER — identify which climate zones are factors in driving sales

FOCUS YOUR RESOURCES — launch in the climatological areas most attuned to your offerings

TIME YOUR ROLLOUTS — drop offers geographically, based on seasonal and weather-related demand

CUSTOMIZE BY CLIMATE — tailor emails and paginate catalogs to regional needs



www.clarioanalytics.com

Clario Analytics

7684 Golden Triangle Drive Eden Prairie, MN 55344

Phone: 952-653-0980 Fax: 952-653-0981

www.clarioanalytics.com

About Clario

Clario Analytics develops and markets marketing software solutions via a cloud-powered, Software as a Service (SaaS) deployment model. Clario brings unique insight into customer behavior through sophisticated analytics and world-class expertise. Empowered with this actionable intelligence, marketers can make wise spending decisions and personalize their programs to achieve better results.

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