


# Geodem Explained



## Targeted leaflet distribution

Transform your data  
into business opportunities



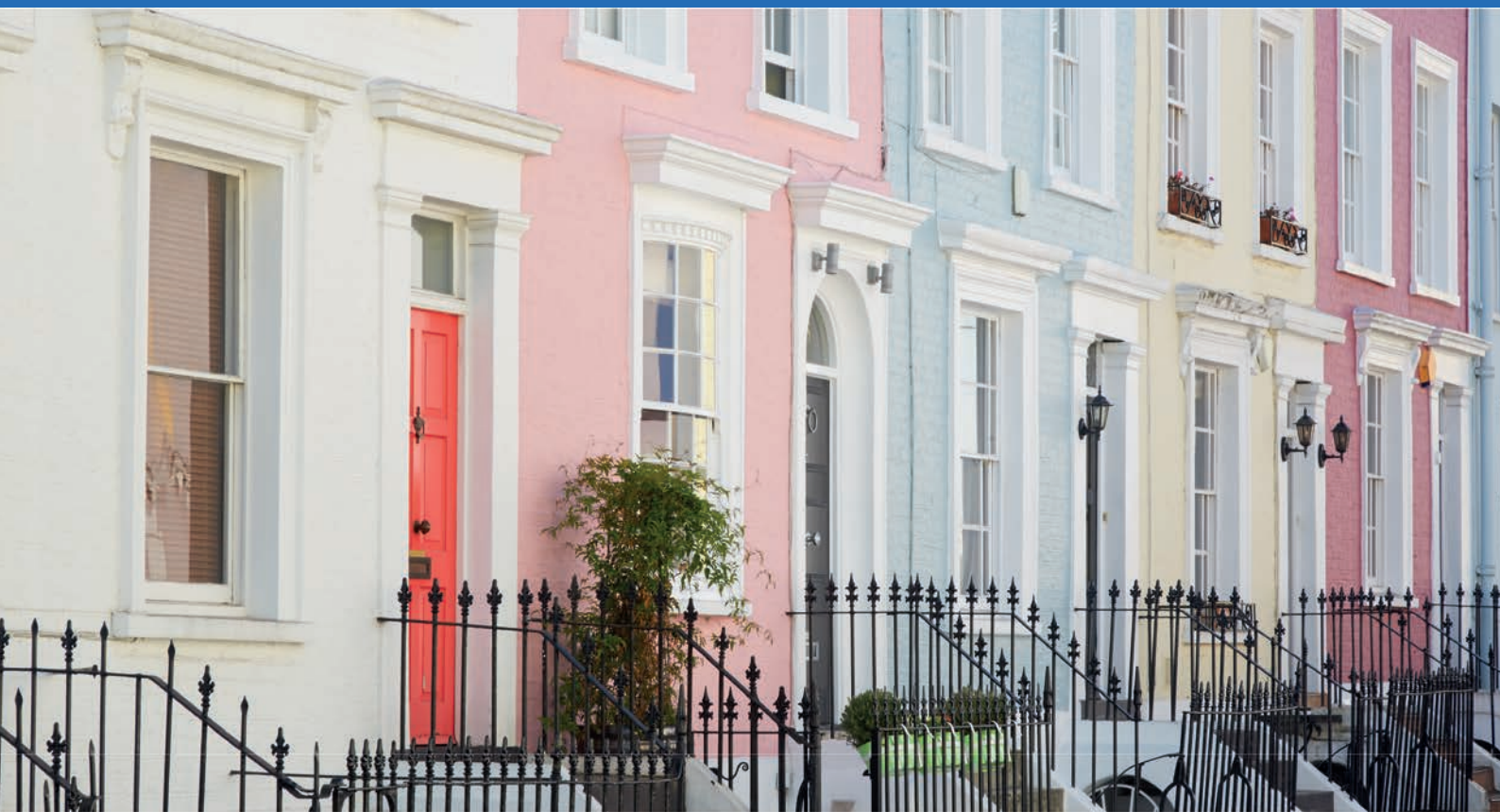
# Introduction

**The Geoplan Mapping Software Platform provides you with the ability to visualise business opportunities within your existing data and immediately improve your ROI.**

Transform your data into a simple visual map providing a geographical overview of your business so you can easily identify areas of opportunity, difficulty, overlap, potential, competition and waste.

Errors within your data or its age can pose serious issues when creating lead allocation, mapping, analysis or planning strategies.

Geoplan's data audit service provides you with the ability to thoroughly analyse your data, identify any potential issues and indicate how to improve it to ensure your project has the best chance of success.



DLM use the latest software to allow geo-demographic targeting of households throughout the UK.

Geodemographic targeting combines 'Geography' in terms of postcode sectors (eg B60 1) and the demographics of the residents that live within these sectors (age, social grade, ethnicity etc).

Clients select the most prominent demographic characteristic of their target audience and provide the desired geographic catchment area for their campaign (this can be a selection of postcodes, a town/city or a drive time/radial from a central point). The geodemographic targeting

software will then rank all of the postcodes within the desired area in terms of efficiency – with the most efficient at the top with the least efficient at the bottom.

It is important to note that geodemographic targeting does not highlight the individual properties within postcode sectors where the target audience resides – all households within the sector will need to be delivered as part of your campaign. The ranking report seeks to highlight the postcode sectors containing the highest concentration of your target audience and thus minimise wastage and increase response rates.

Data is sourced from the Census Offices and collated to provide the most cost-effective and accurate datasets at Postcode Sector, District and Area level for the UK. This is the only Census data to be maintained and consistently compatible with Geoplan's postcode boundary products to ensure the most up-to-date Census data available at Postcode level. Therefore it is an ideal dataset for all marketing, service and planning applications.

## Ranking report explained

We have software allowing the selection of over 50 demographic variables to provide a specific target audience. In this example, the client is looking to target ABC1 homes within the highlighted sectors in the map.

## Map example of Watford



The Census pack provides a useful demographic summary database at Postcode Sector level, containing the following variables:

### Target

**Number of residents meeting search criteria**

### Penetration

**Target as a % of total households in postcode sector**

### Index

**Index against average of entire UK**

(National average being 100)

**IMPORTANT:** House counts to be provided within the quote.

## Census Groupings

**Accommodation Type**

**Car or Van Availability**

**Country of Birth**

**Dwellings**

**Economic Activity**

**Ethnic Group**

**Household Composition**

**Households**

**Population by Age**

**Population by Sex**

**Qualifications & Students**

**Ethnic Group**

**Social Grade**

**Tenure**

**Travel to Work – Distance**



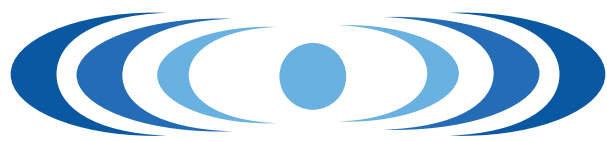
## Market Area Profiles - Ranking Report

Analysis : Social grade ABC1  
 Site Name : Watford  
 Perimeter : 3 mile radius  
 Base : Great Britain  
 Group : Social Grade  
 Count : Combined Targets

05 April 2019 (R61)

Sector	Target	Penetration	Index	Ranking
WD18 8	446	74.09	184.22	1
WD17 3	2,539	63.84	158.75	2
WD23 1	3,900	60.48	150.40	3
WD17 4	4,673	57.67	143.40	4
WD17 1	743	57.11	142.01	5
WD23 4	3,231	52.85	131.40	6
WD17 2	2,091	52.26	129.95	7
WD19 4	2,091	51.48	128.00	8
WD17 2	5,329	49.88	124.03	9
WD19 4	2,483	49.66	123.49	10
WD19 5	3,990	48.79	121.31	11
WD23 2	1,910	48.31	120.13	12
WD24 4	2,801	47.71	118.64	13
WD23 3	2,441	47.71	118.64	13
WD24 7	4,494	45.13	112.21	14
WD18 7	3,156	43.74	108.75	15
WD24 5	3,635	43.65	108.53	16
WD18 0	1,681	34.48	85.74	17
WD24 6	2,223	33.15	82.44	18
WD19 6	1,488	32.70	81.32	19
WD18 6	1,682	32.19	80.05	20
WD19 7				

**IMPORTANT:** House counts to be provided within the quote.



# DLM

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