Datasys

Profile Report 2023

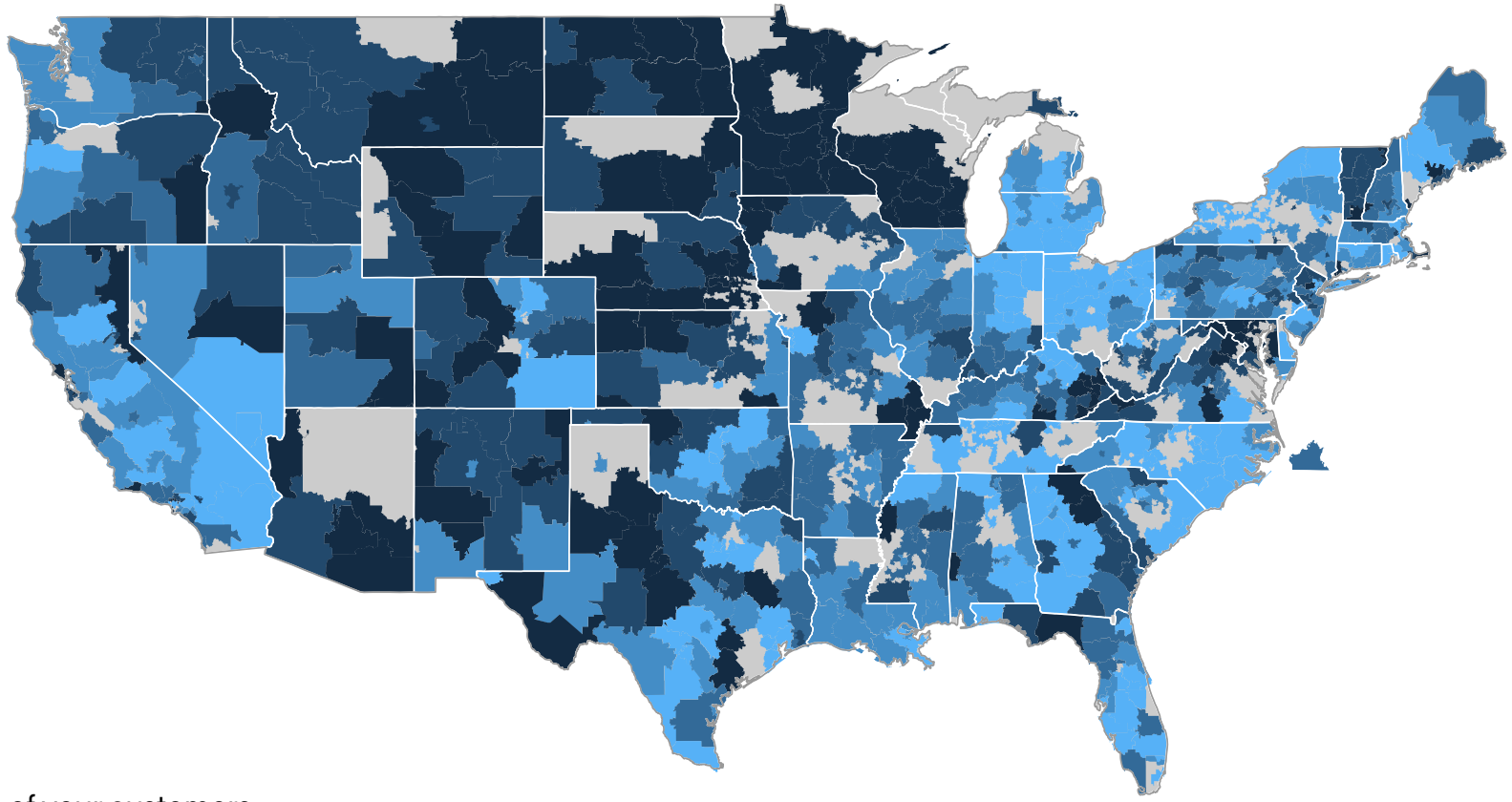
Built on Data.
Focused on Results.

TRUSTED BY: LEADING COMPANIES

Customer Density

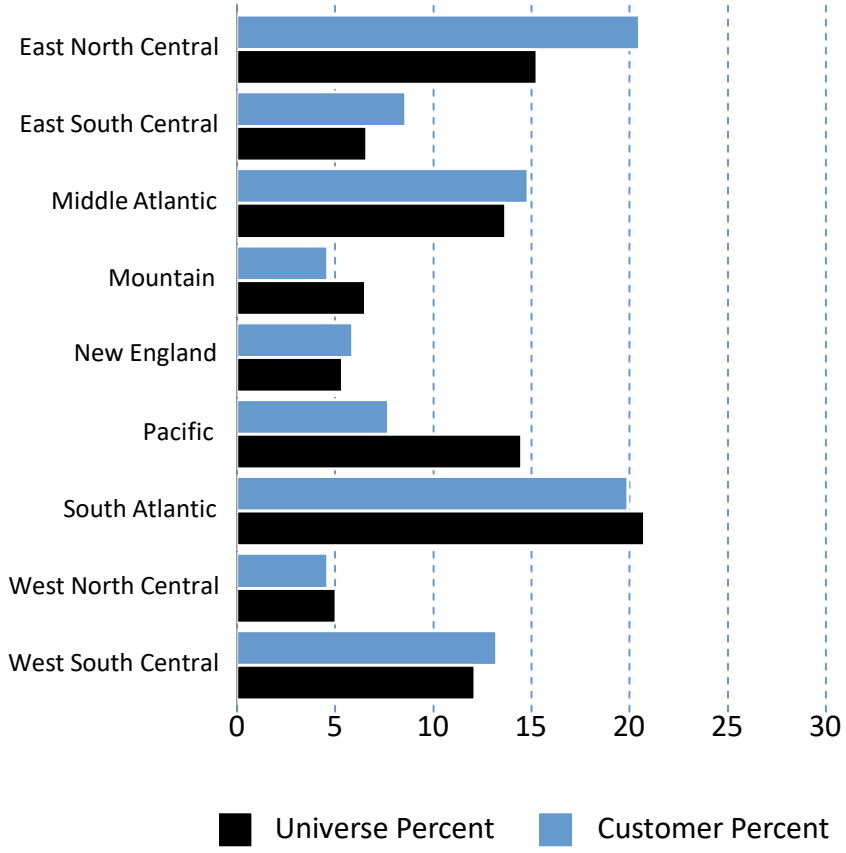
Highest

Lowest

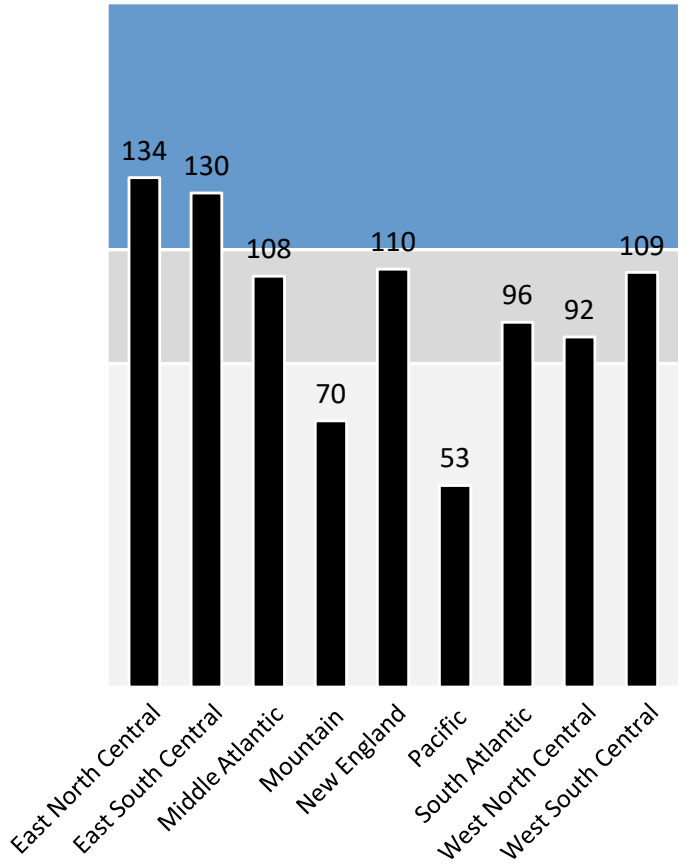


This map depicts the geographical distribution of your customers based on their GeoFootprint provided in the processed client file

Customer Distribution



Penetration Index



East North Central: IL, IN, OH, MI, WI

East South Central: AL, KY, MS, TN

Middle Atlantic: NJ, NY, PA

Mountain: AZ, CO, ID, MT, NV, NM, UT, WY

New England: CT, ME, MA, NH, RI, VT

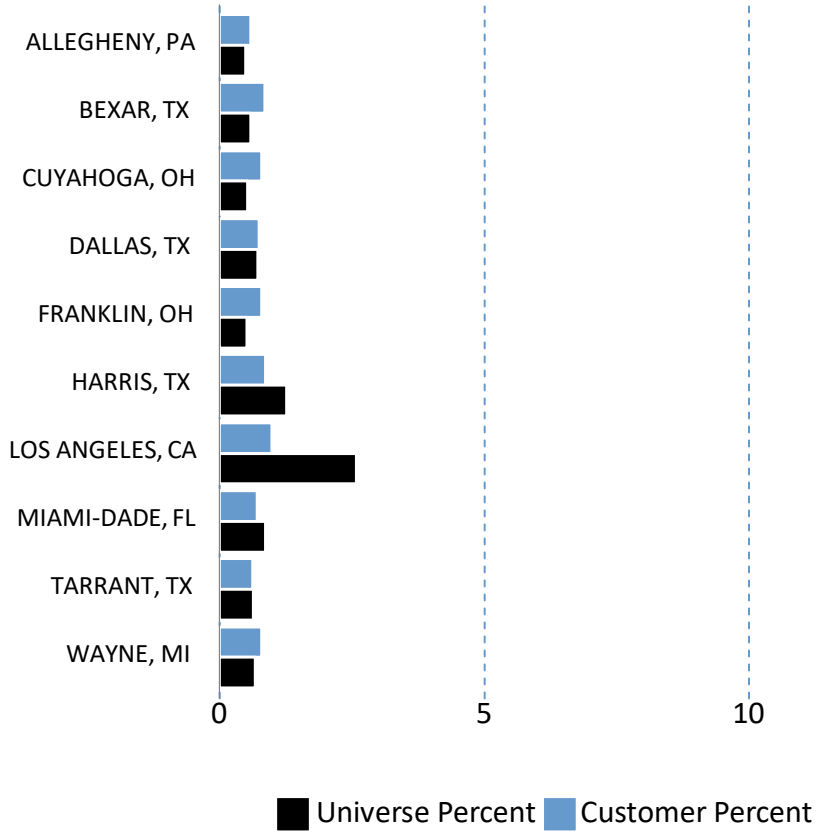
Pacific: AK, CA, HI, OR, WA

South Atlantic: DE, FL, GA, MD, NC, SC, VA, DC, WV

West North Central: IA, KS, MN, MO, NE, ND, SD

West South Central: AR, LA, OK, TX

Customer Distribution



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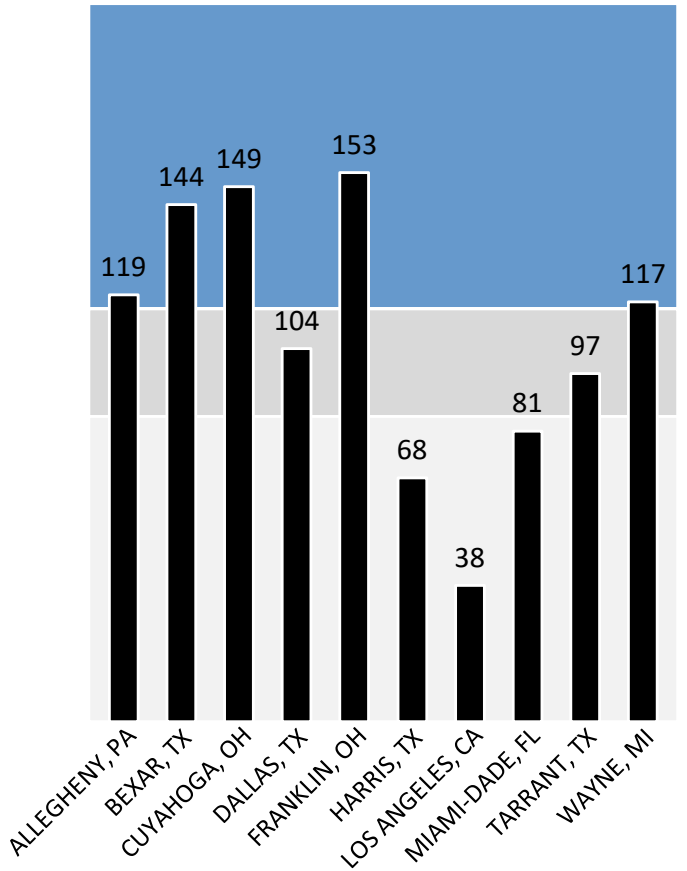

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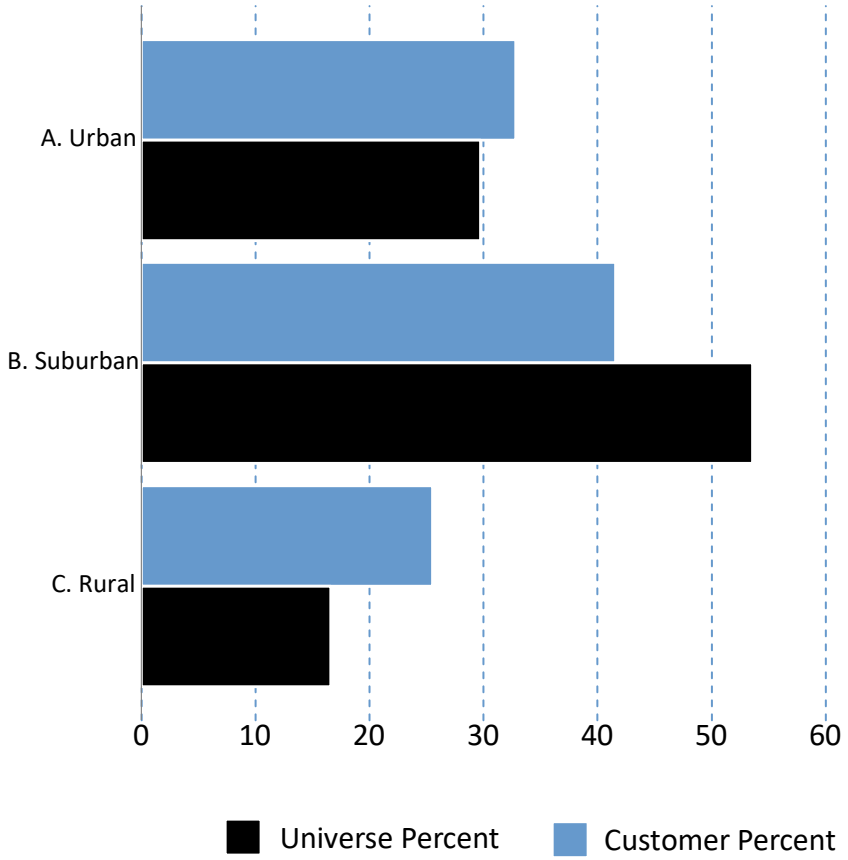

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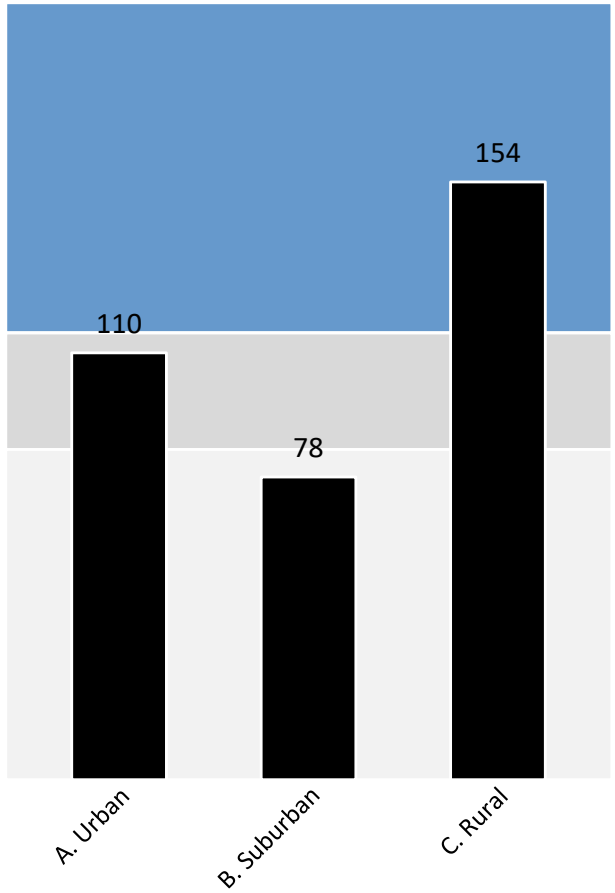

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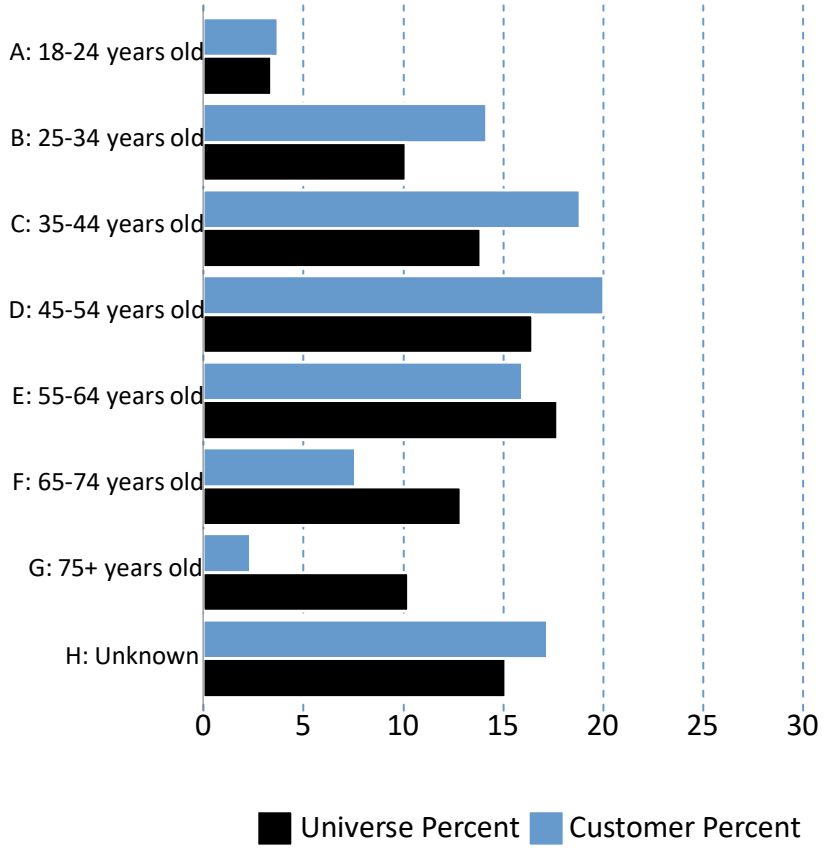

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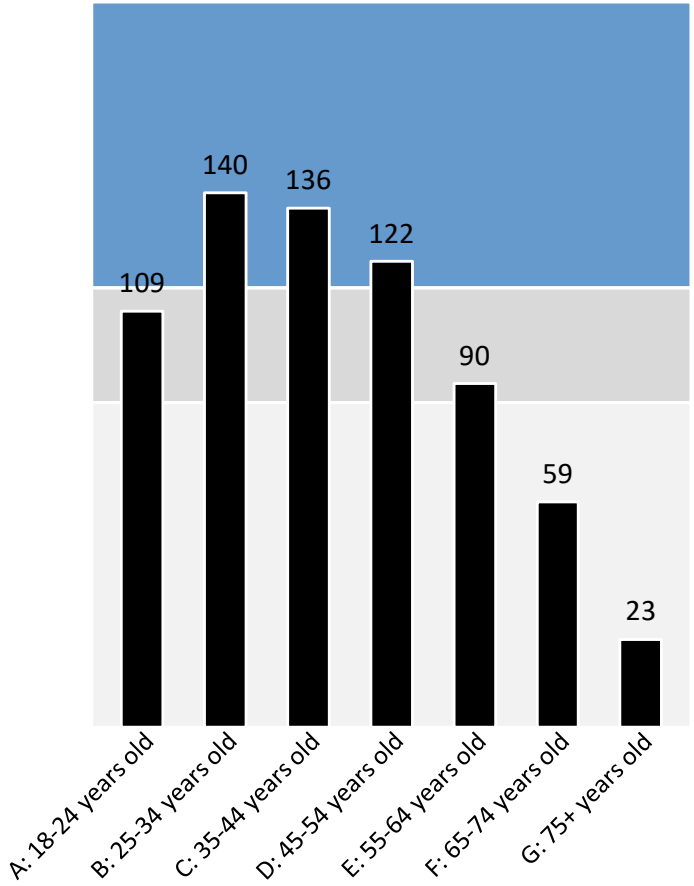

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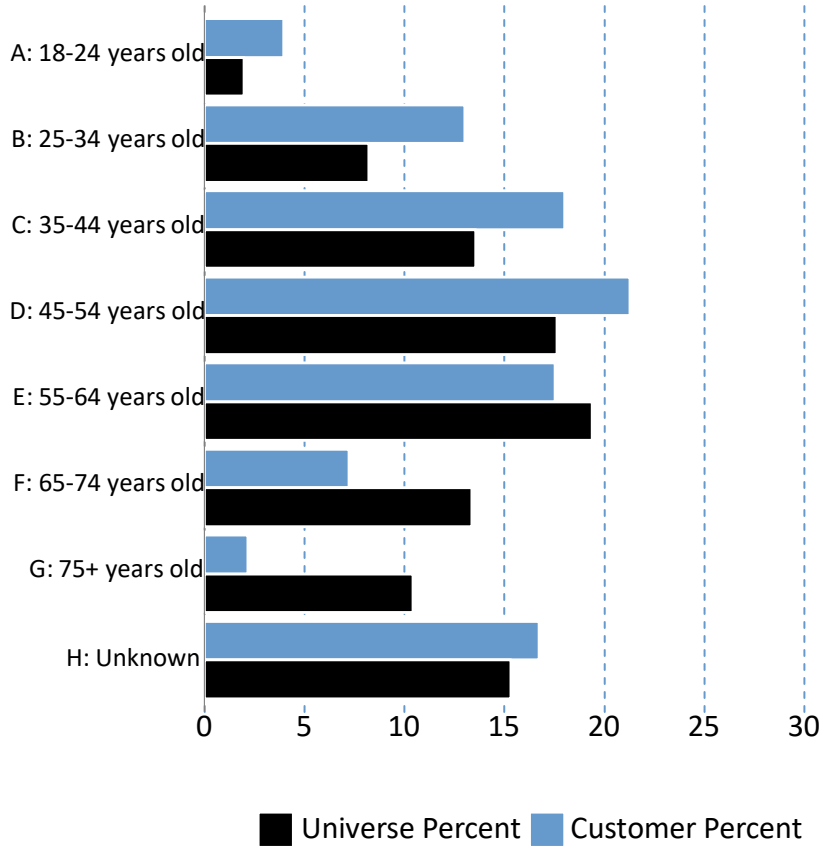

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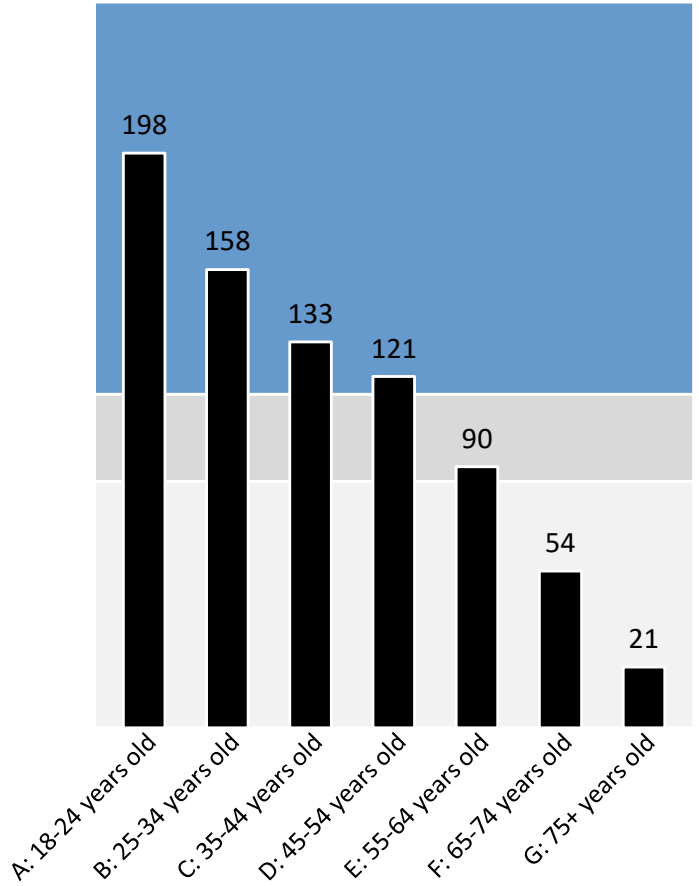

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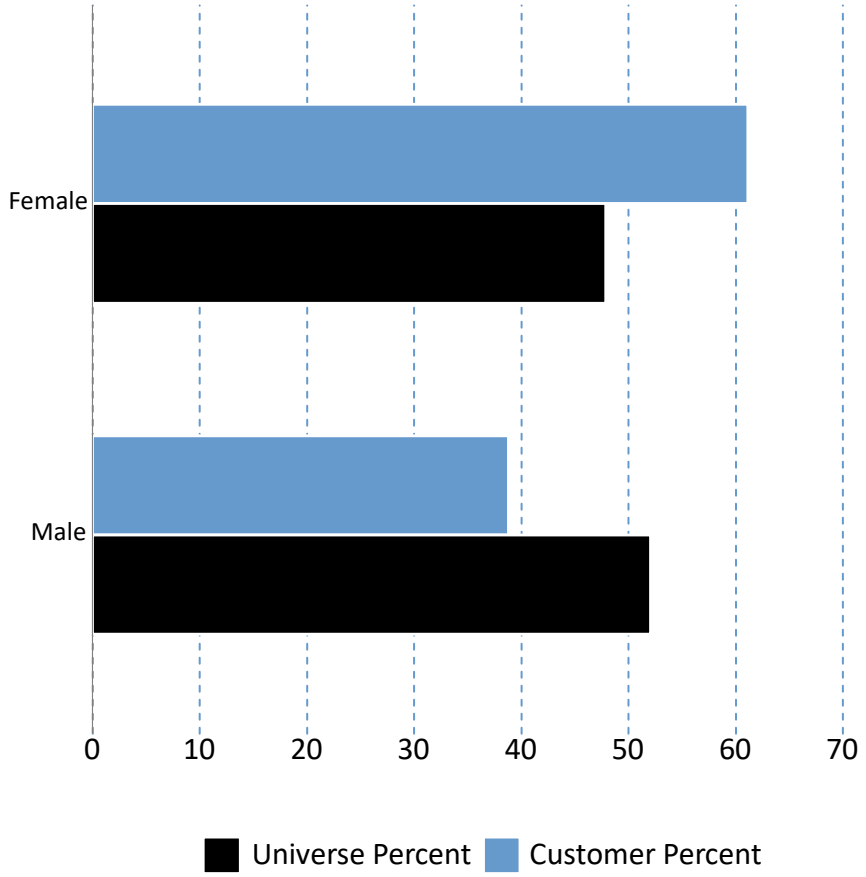

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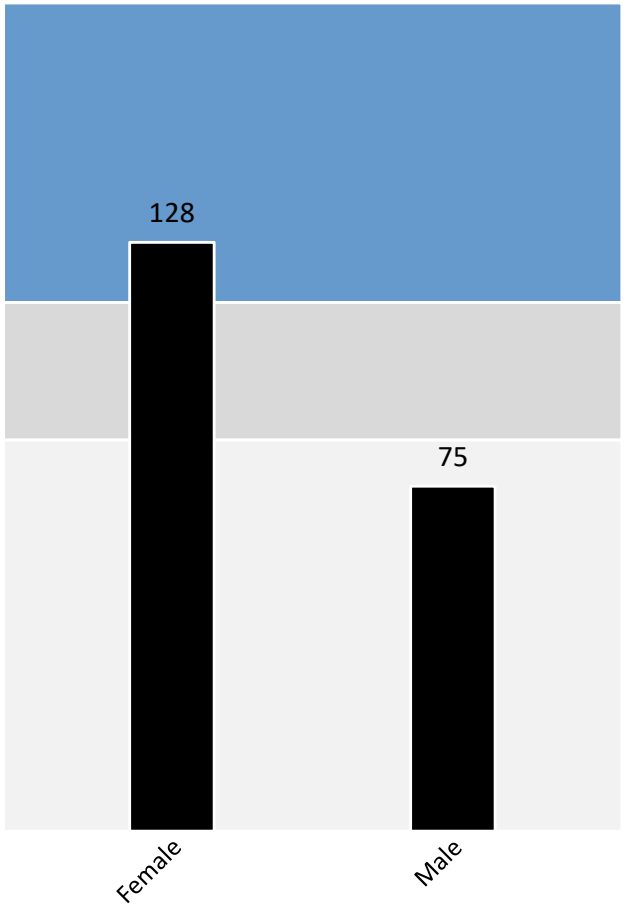

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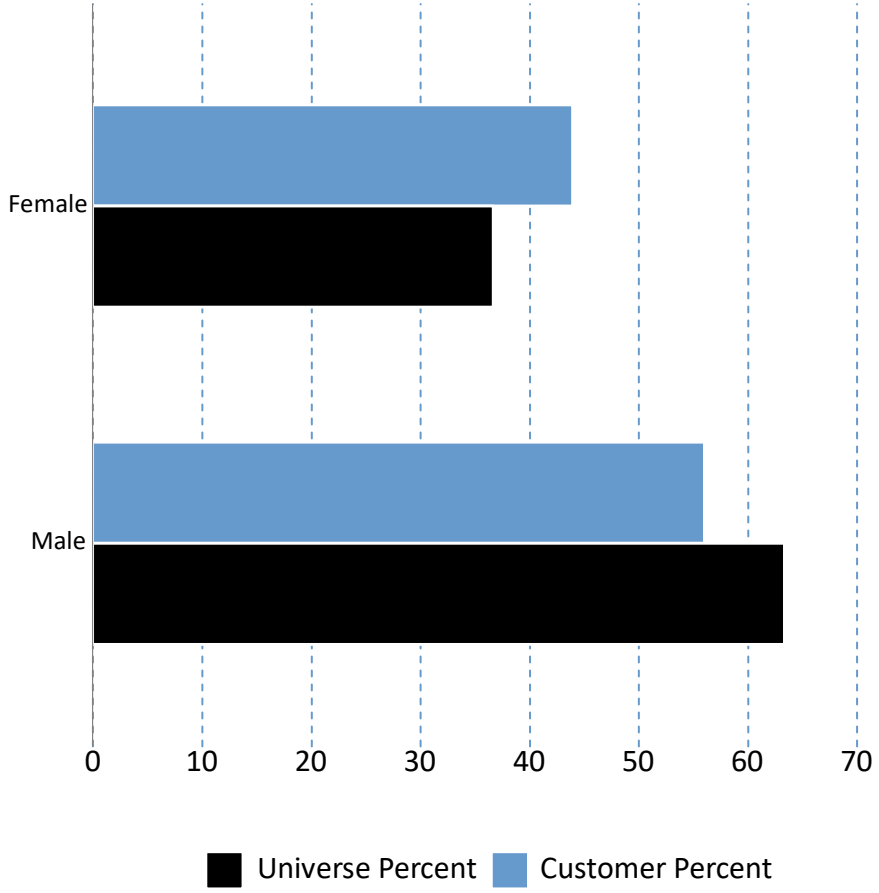

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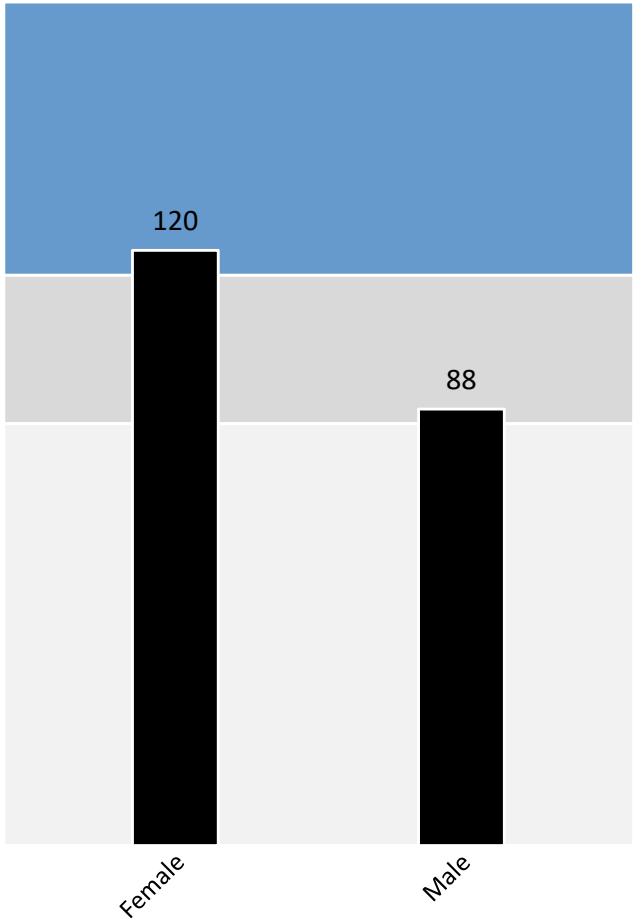

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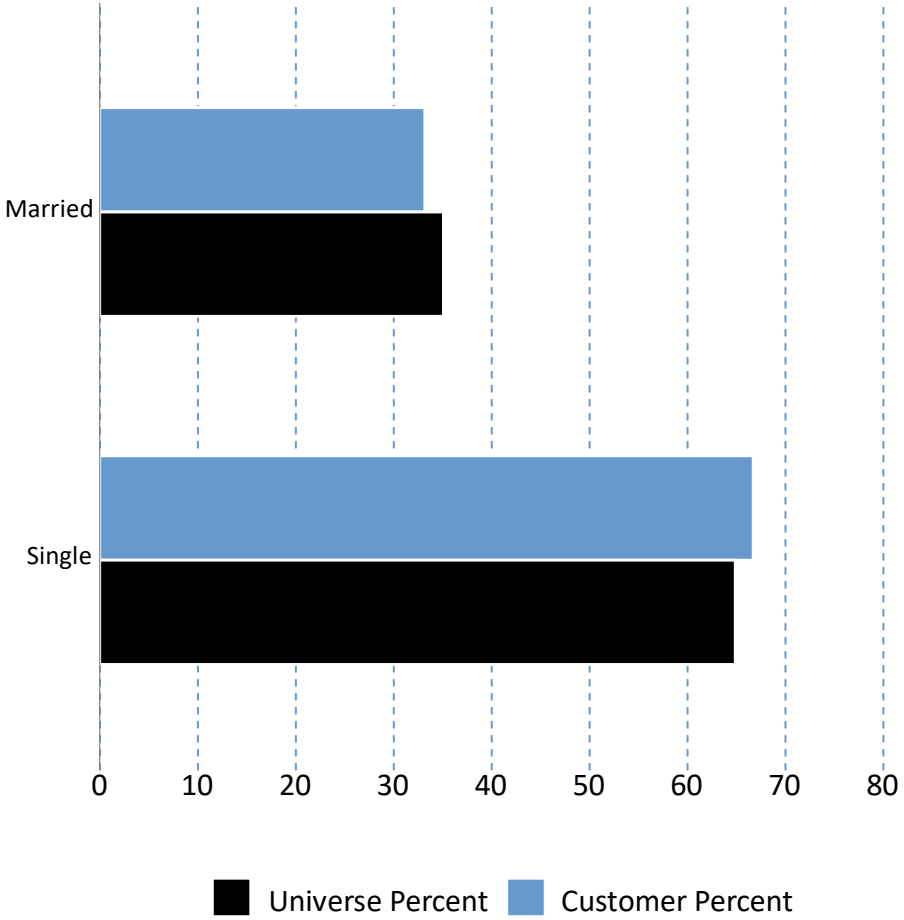

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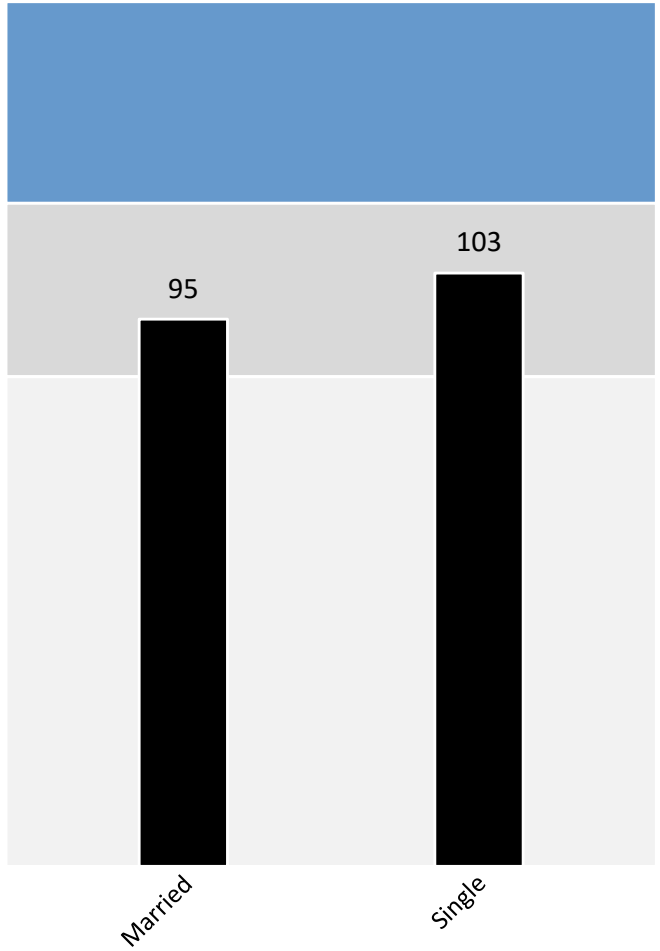

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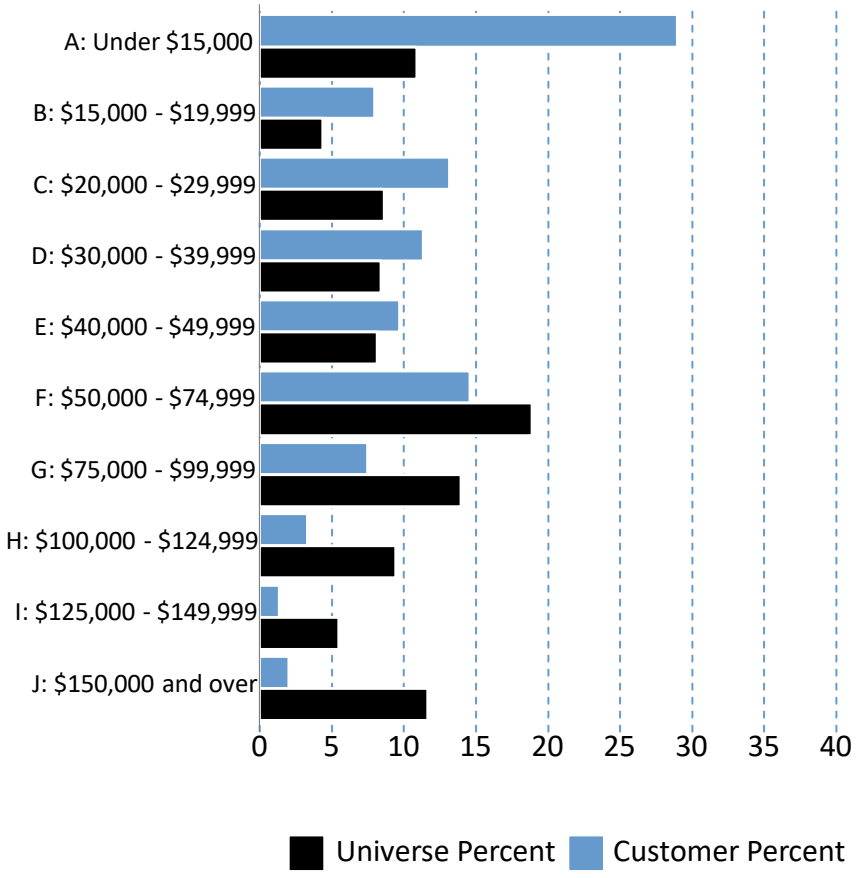

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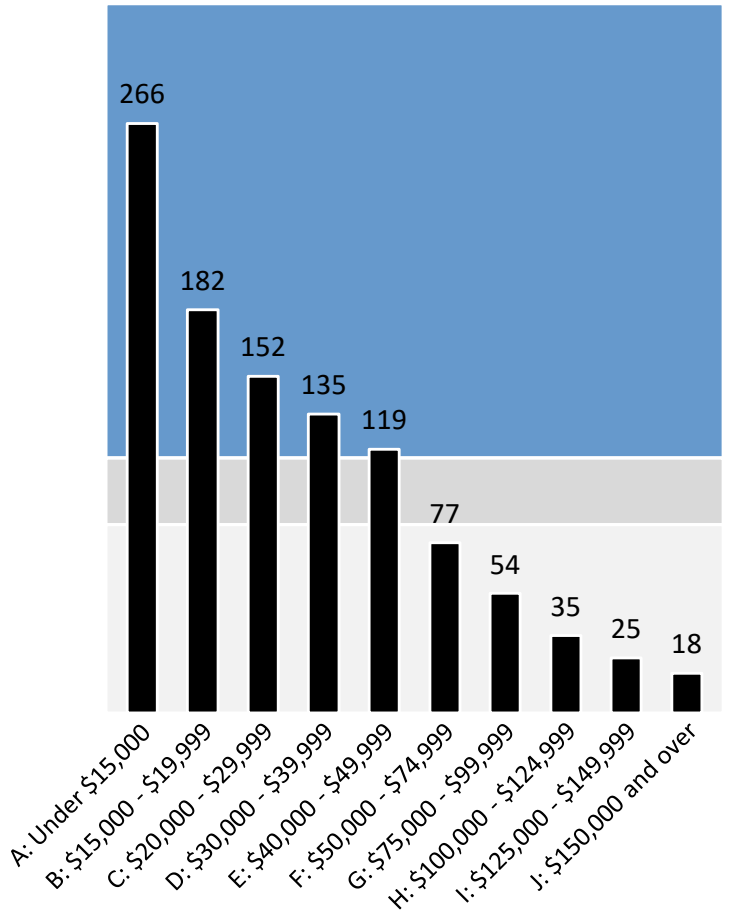

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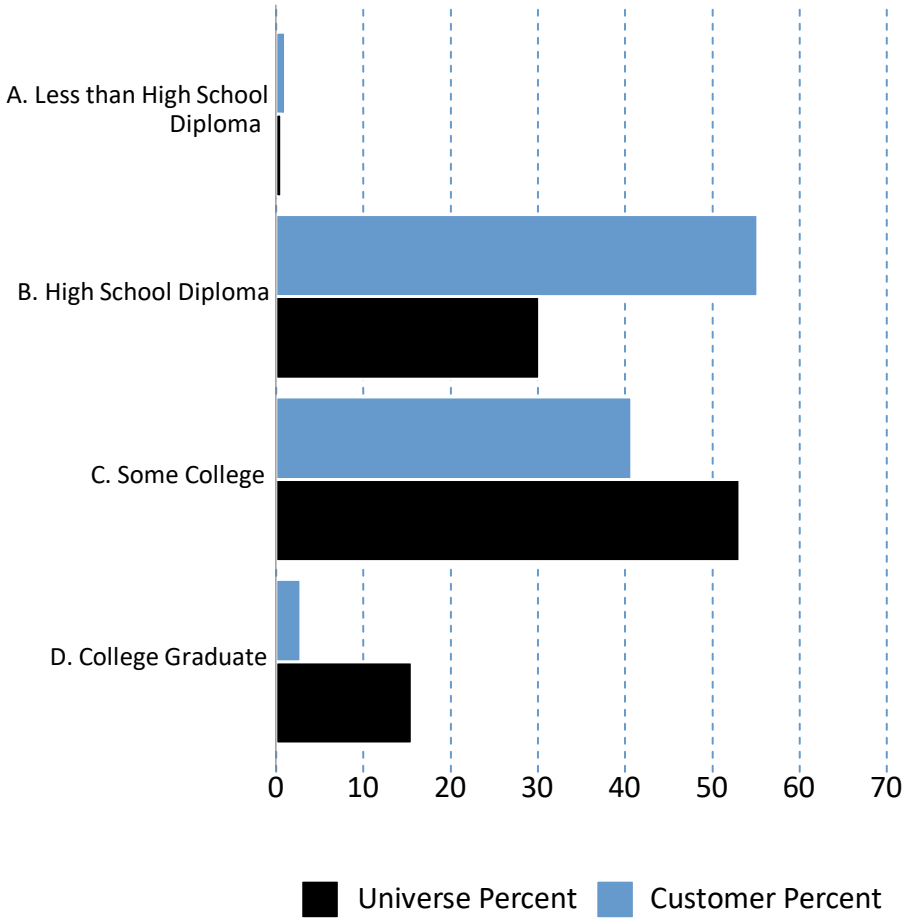

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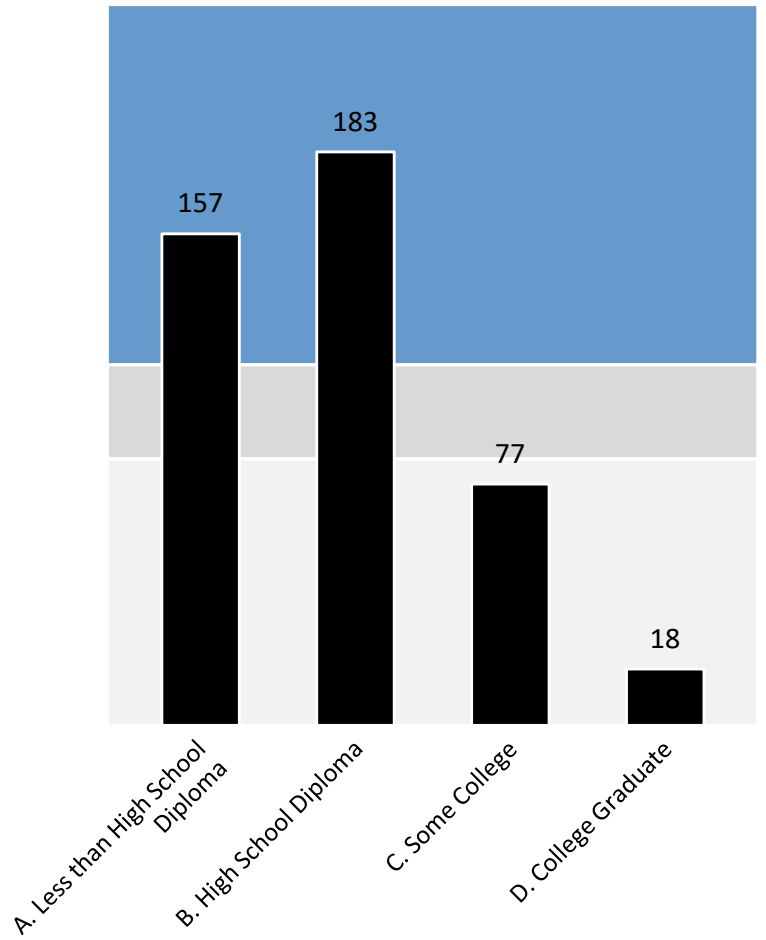

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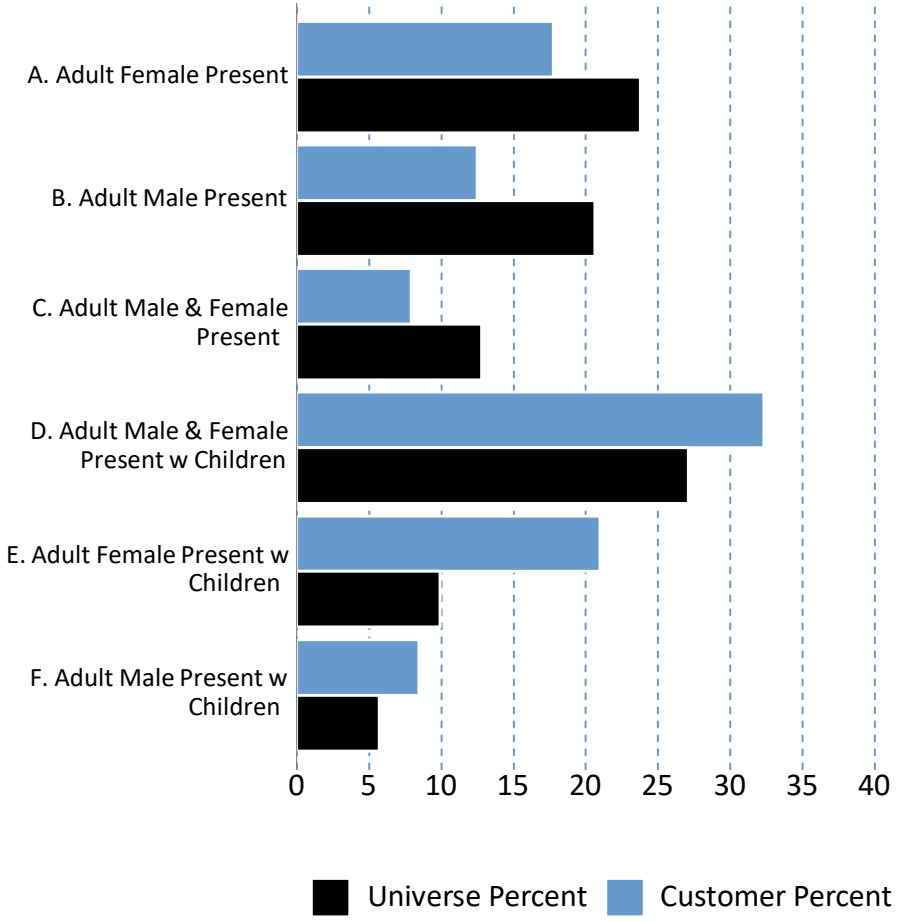

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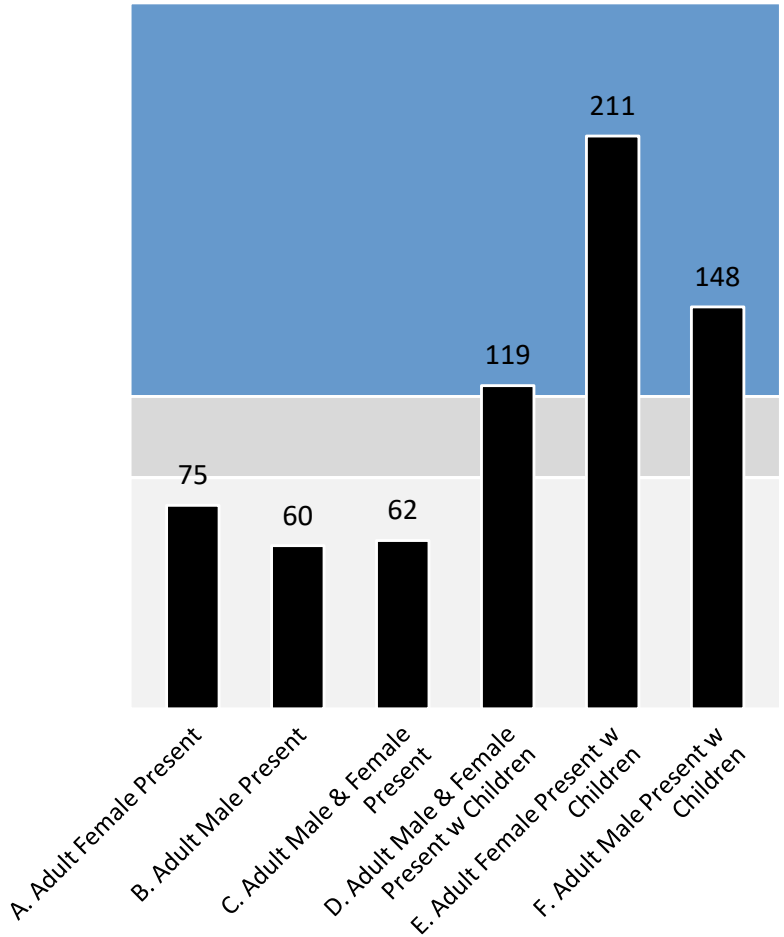

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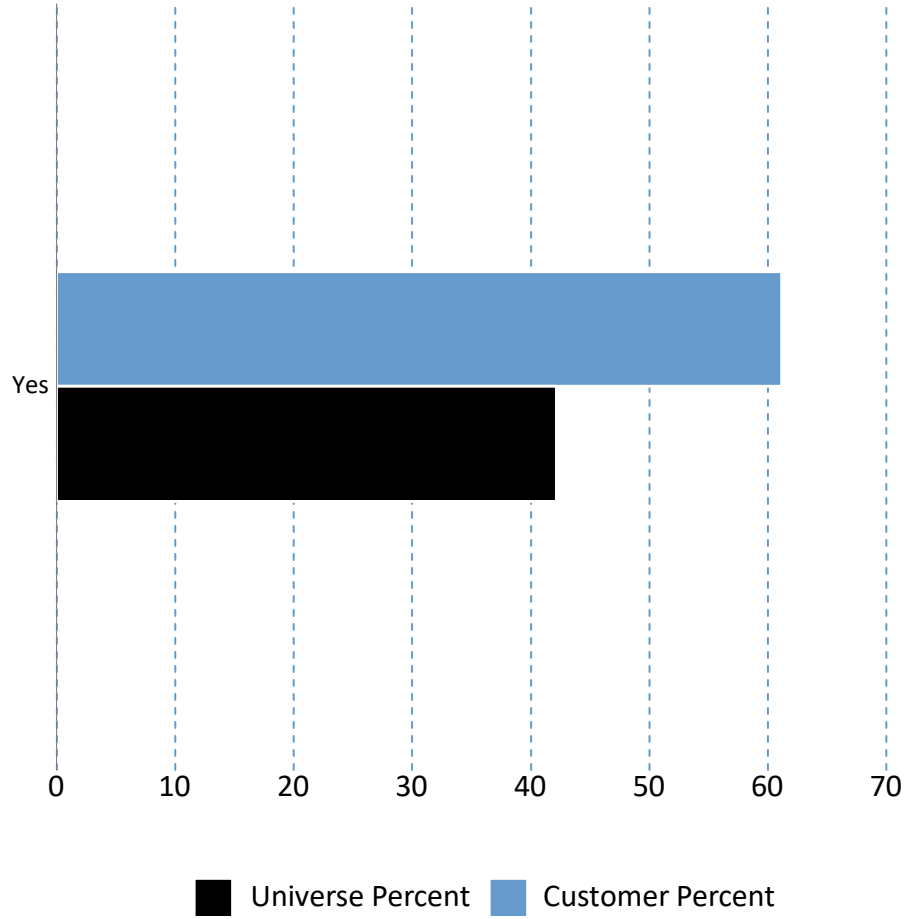

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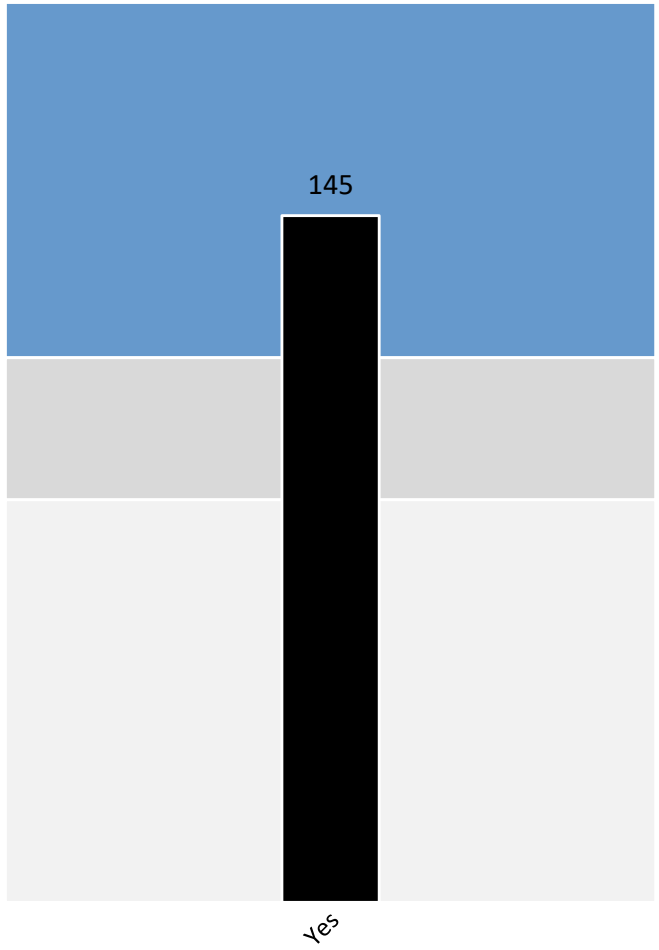

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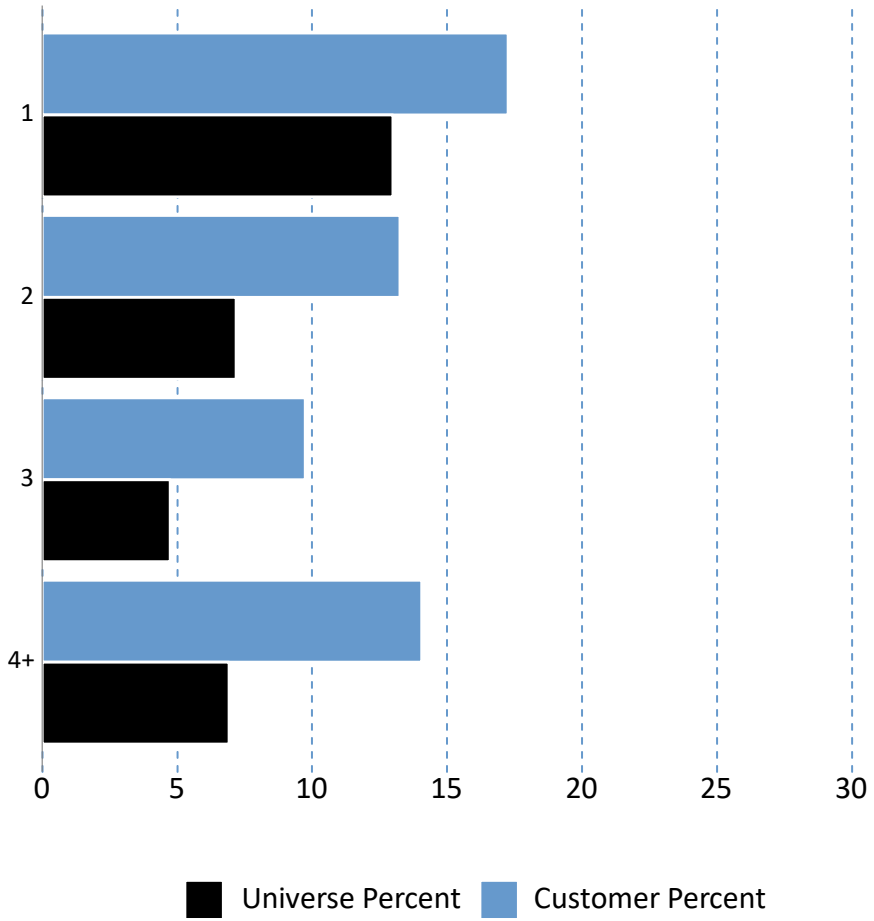

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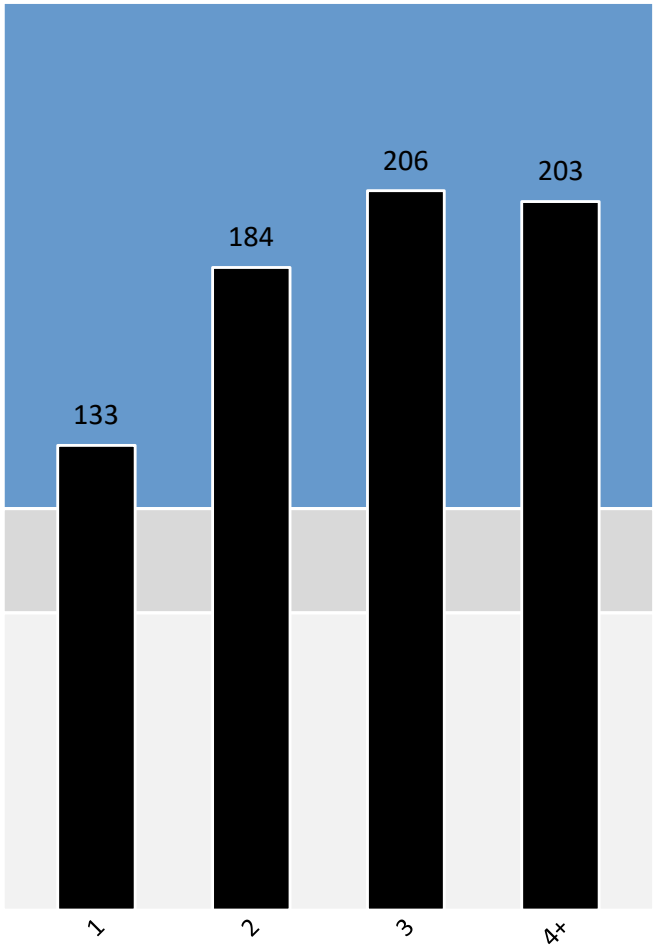

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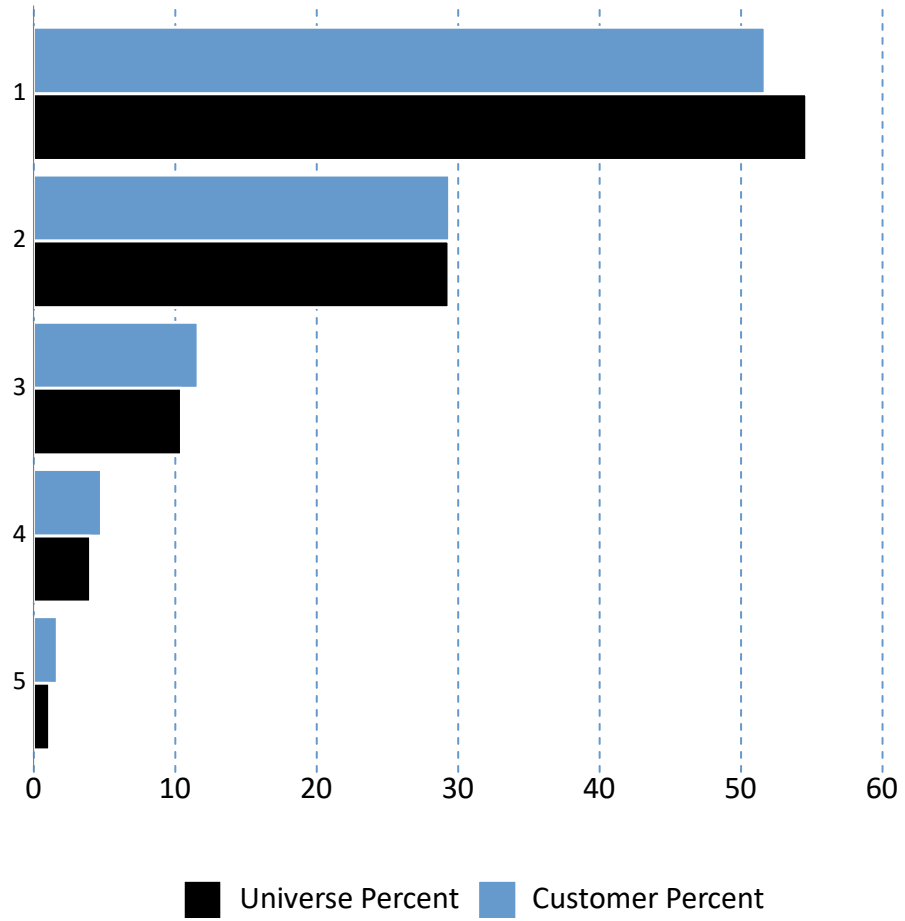

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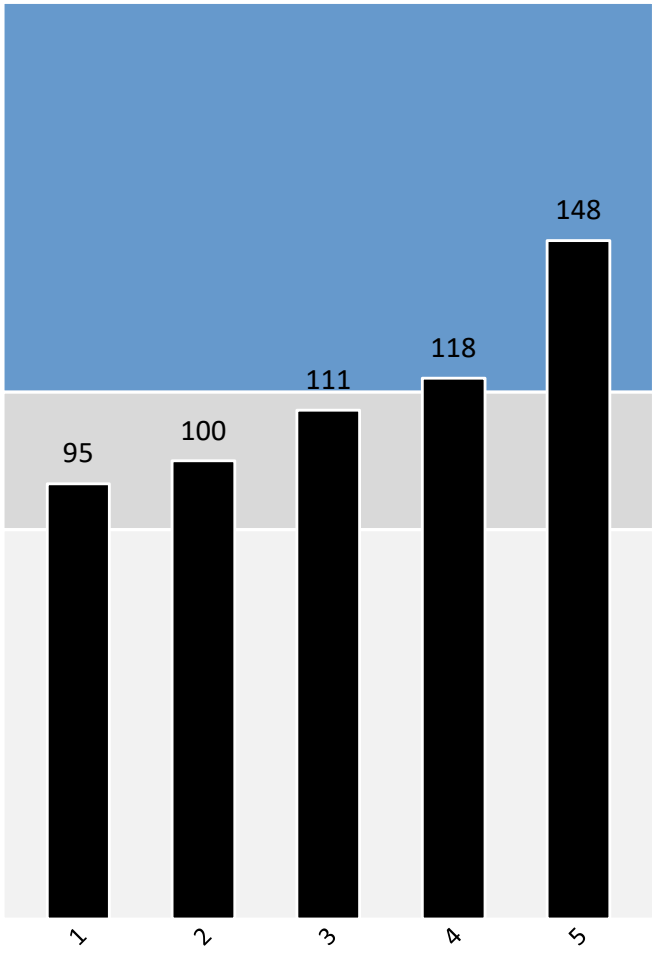

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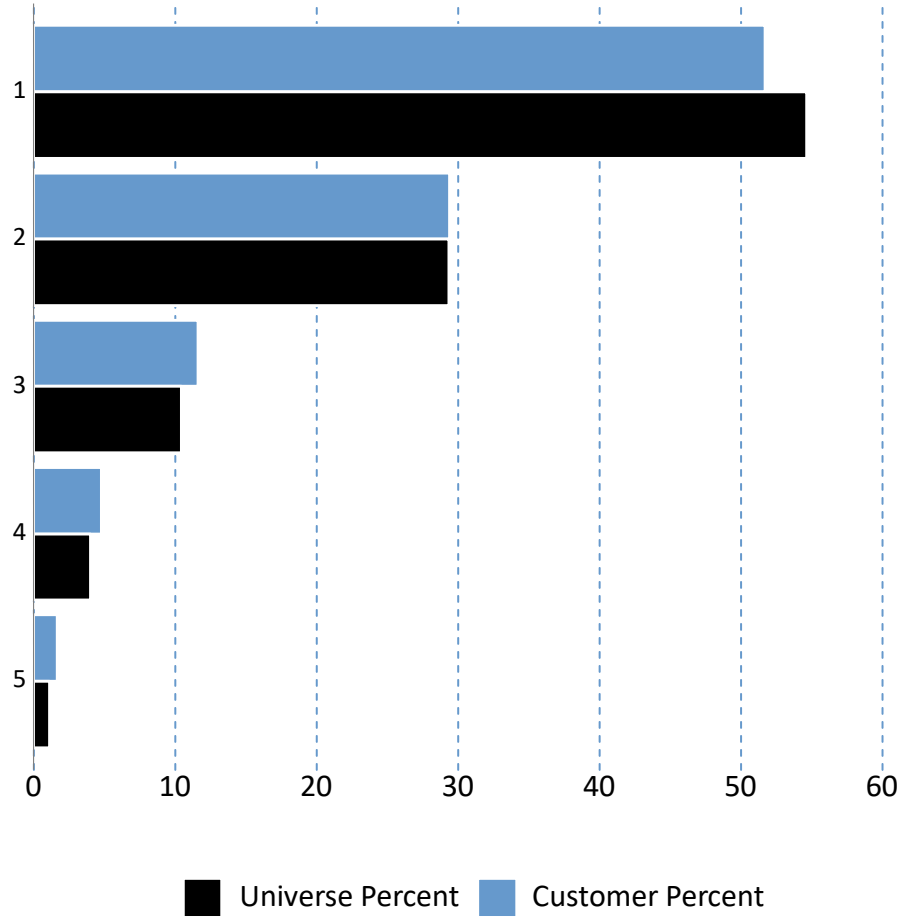

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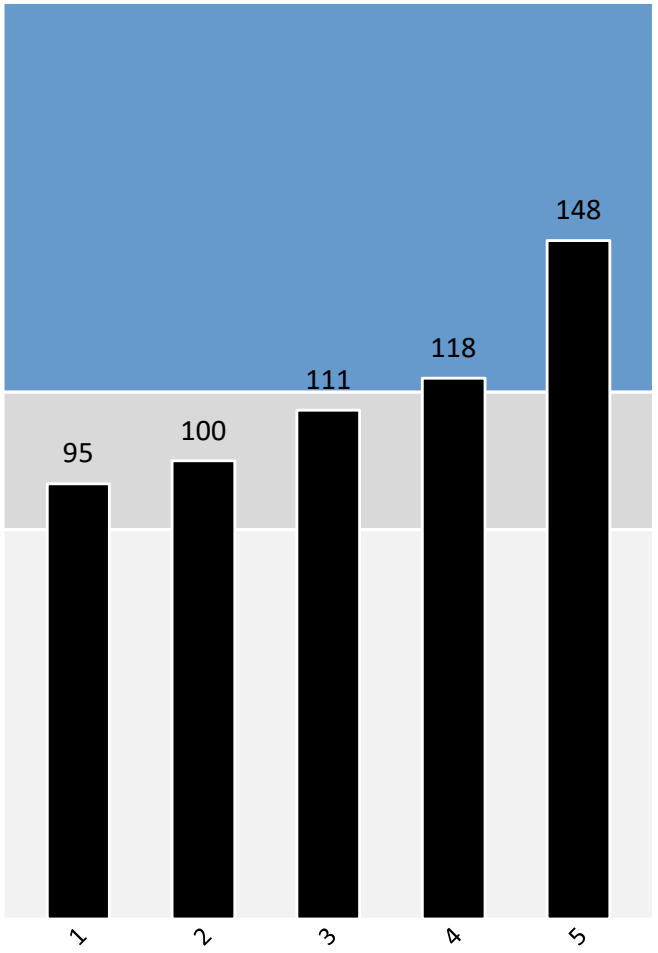

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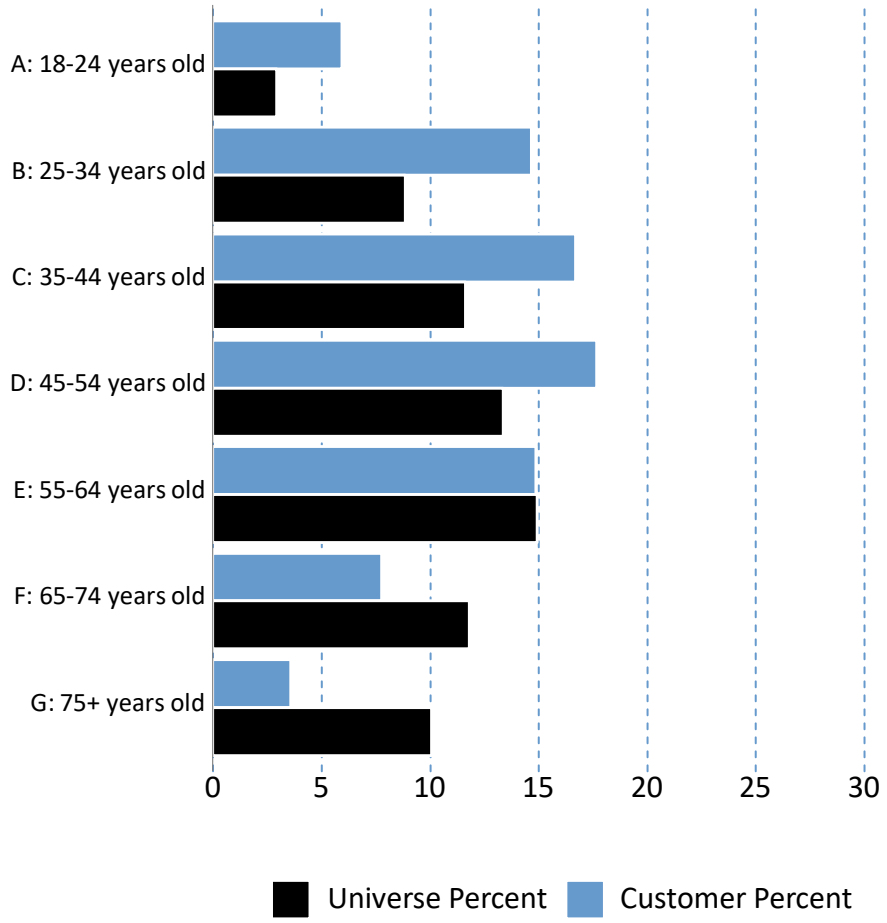

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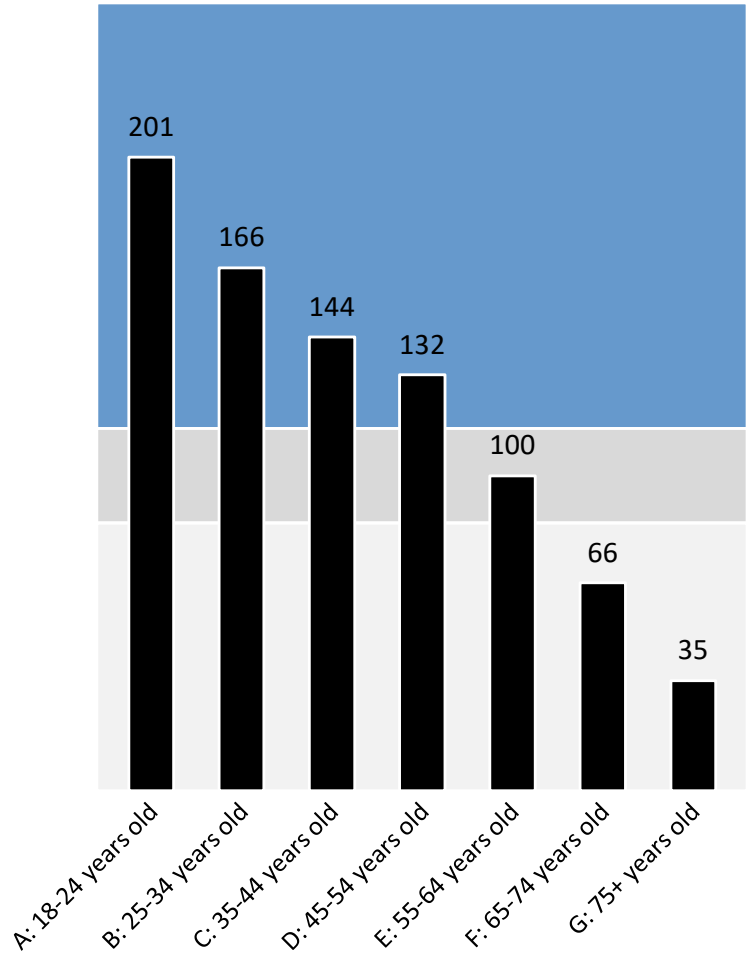

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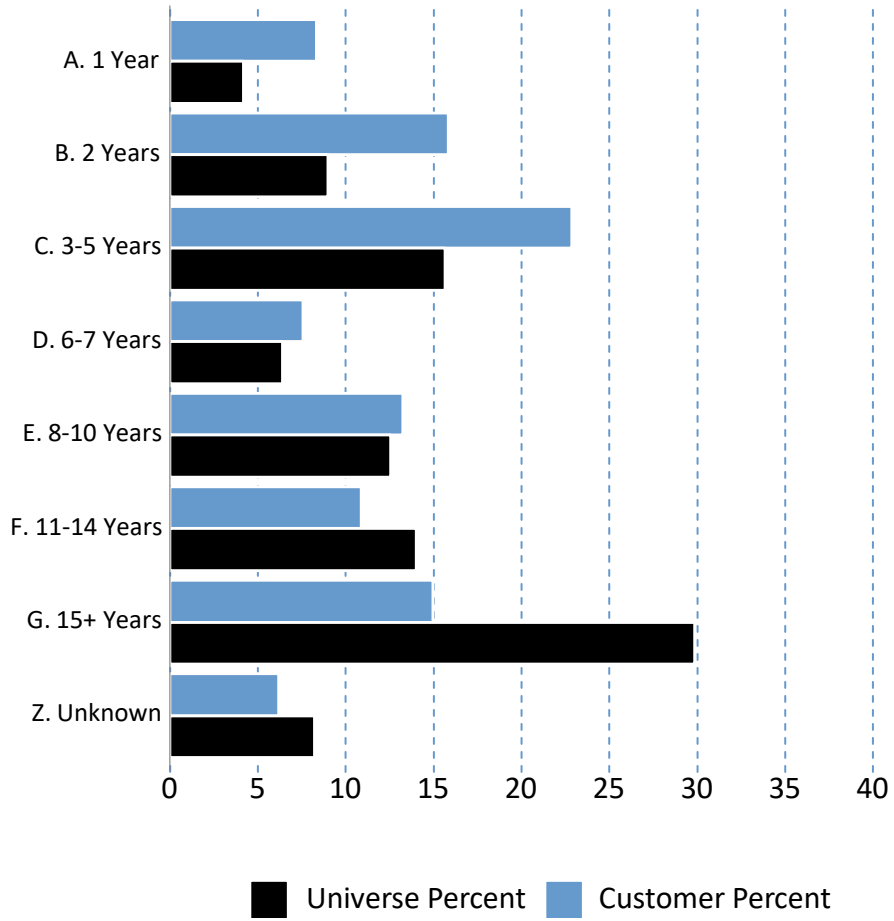

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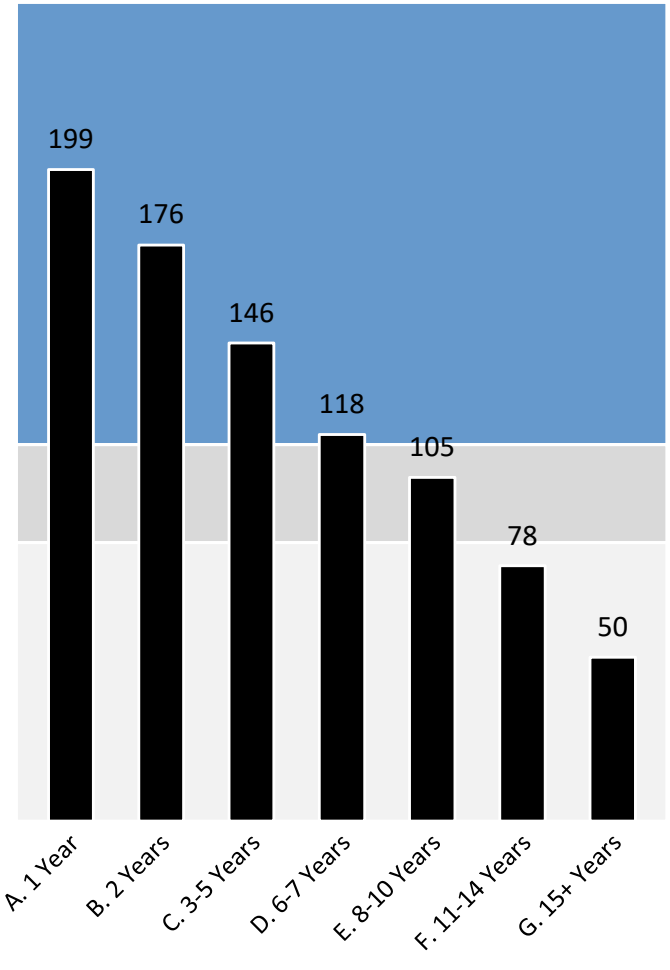

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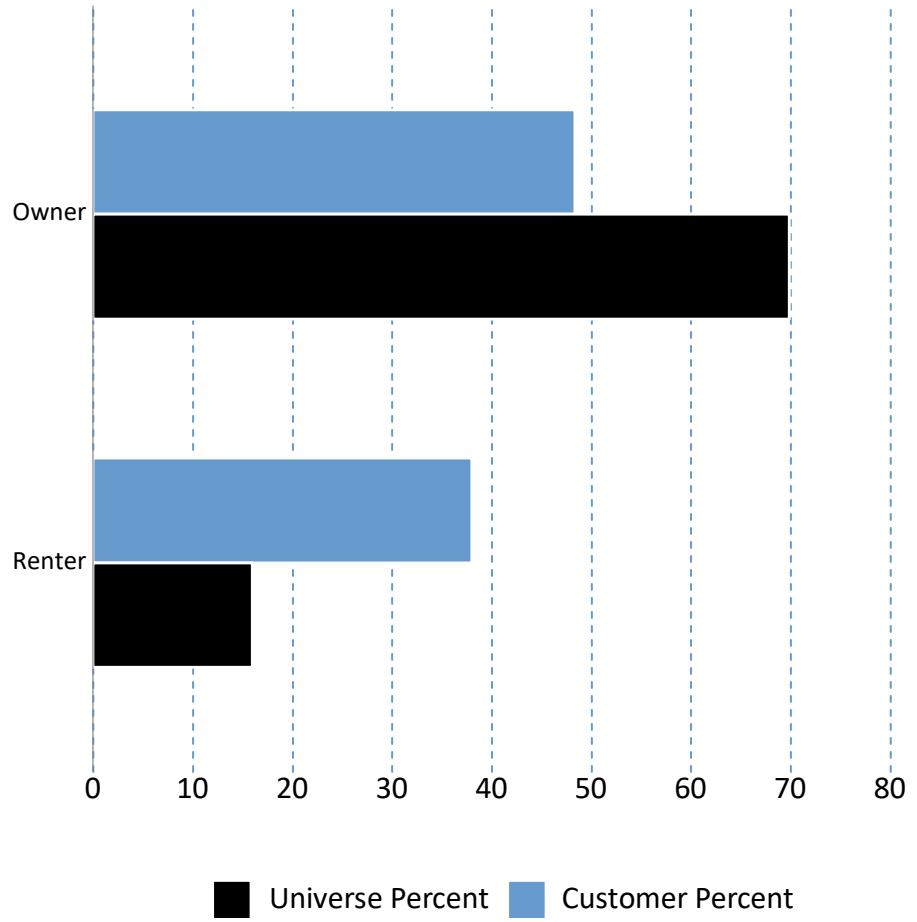

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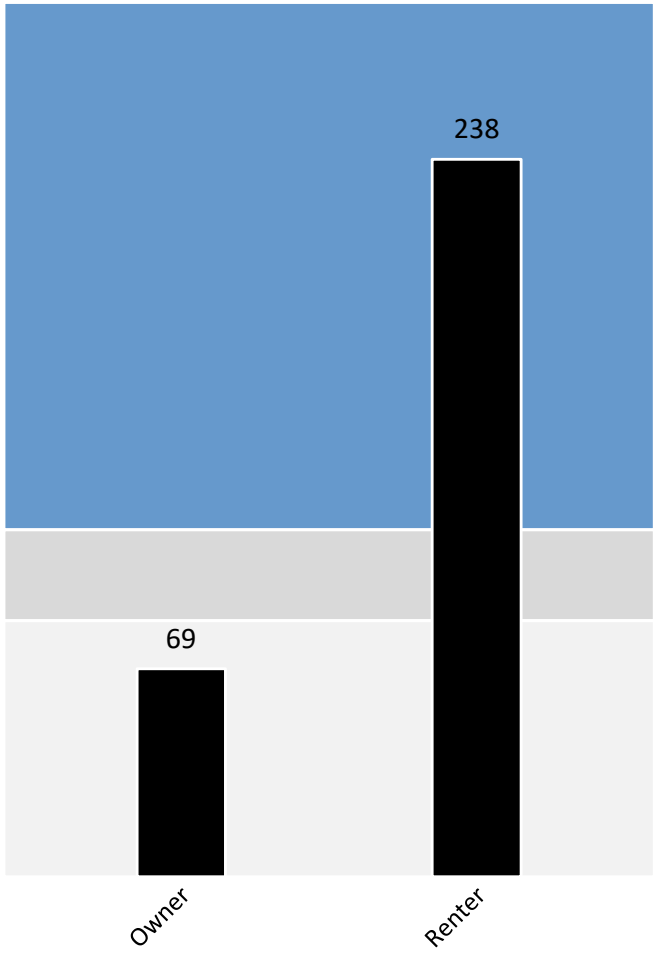

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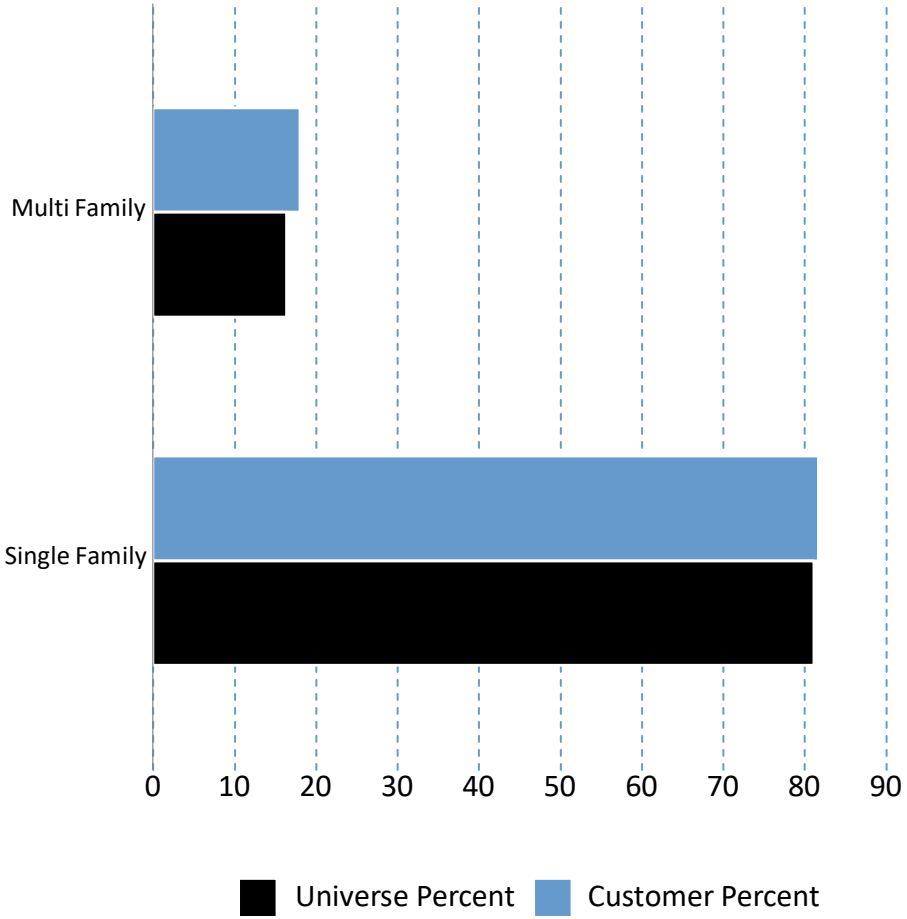

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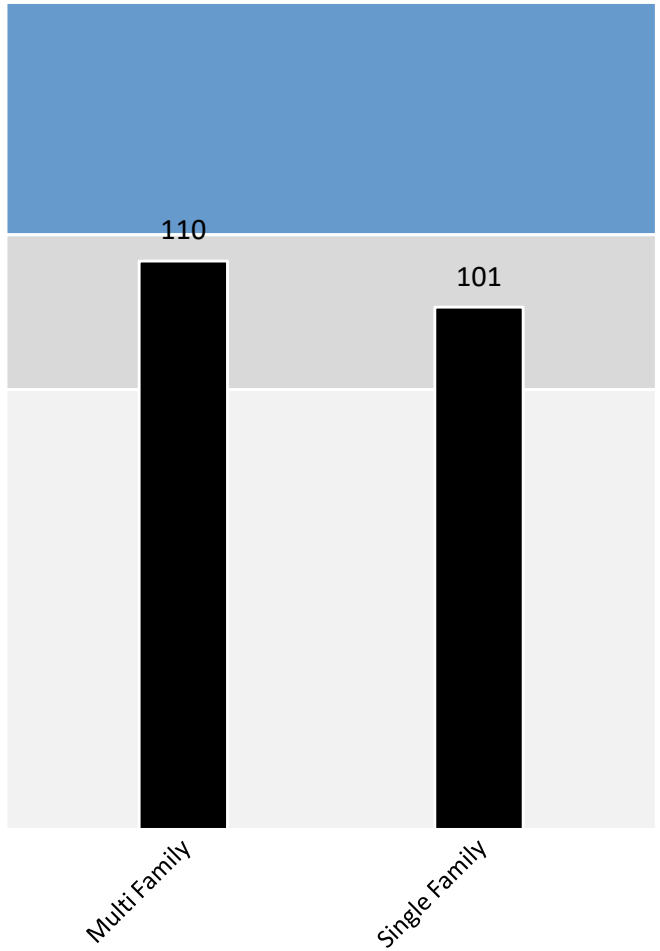

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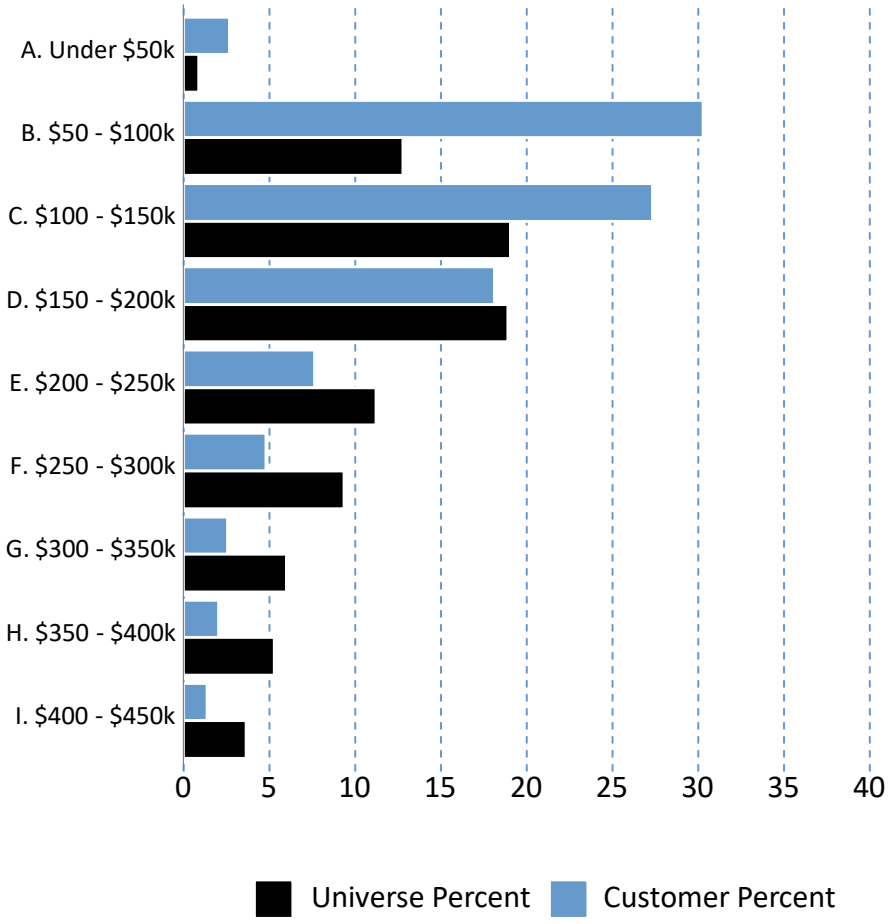

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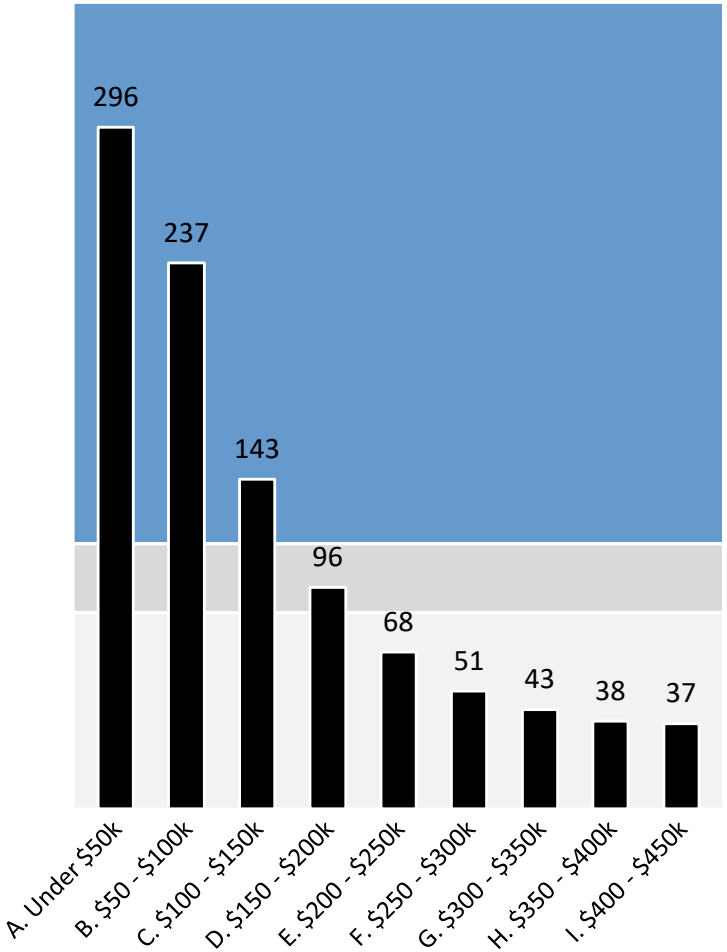

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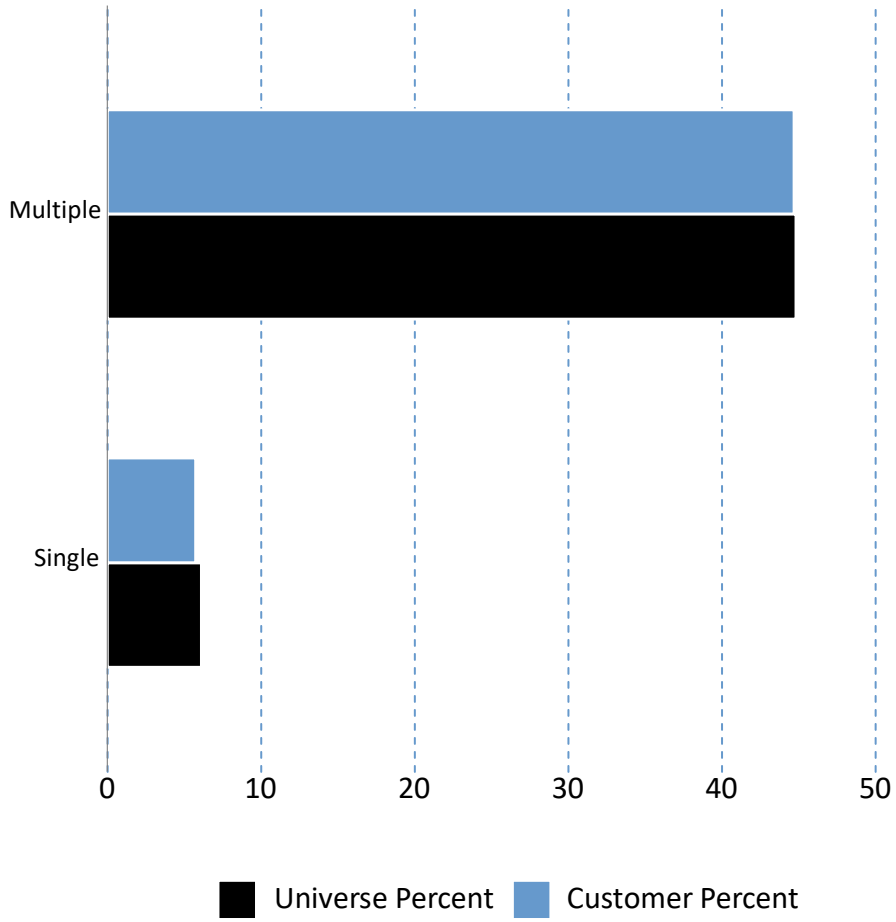

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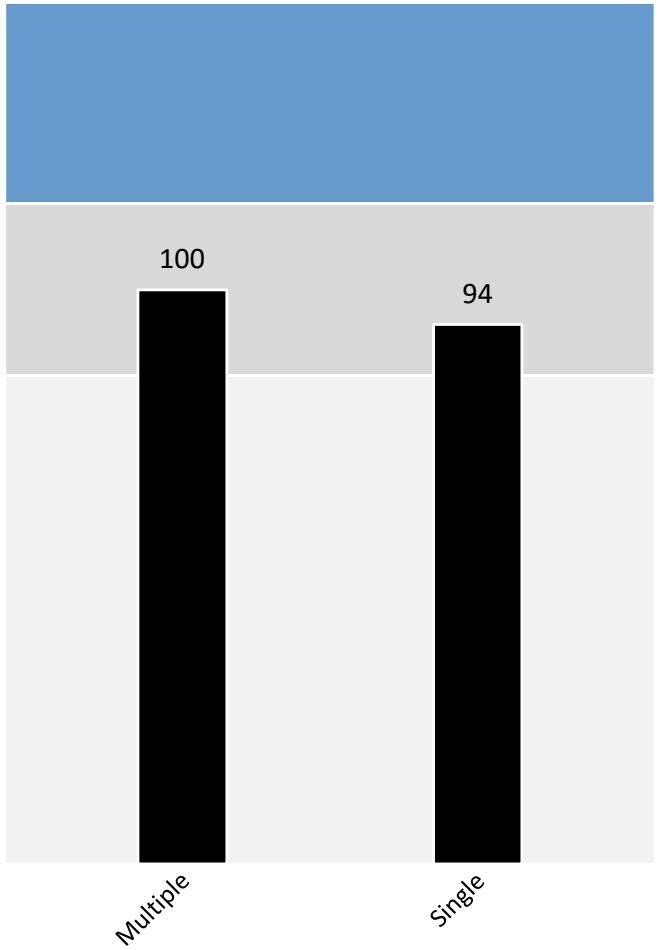

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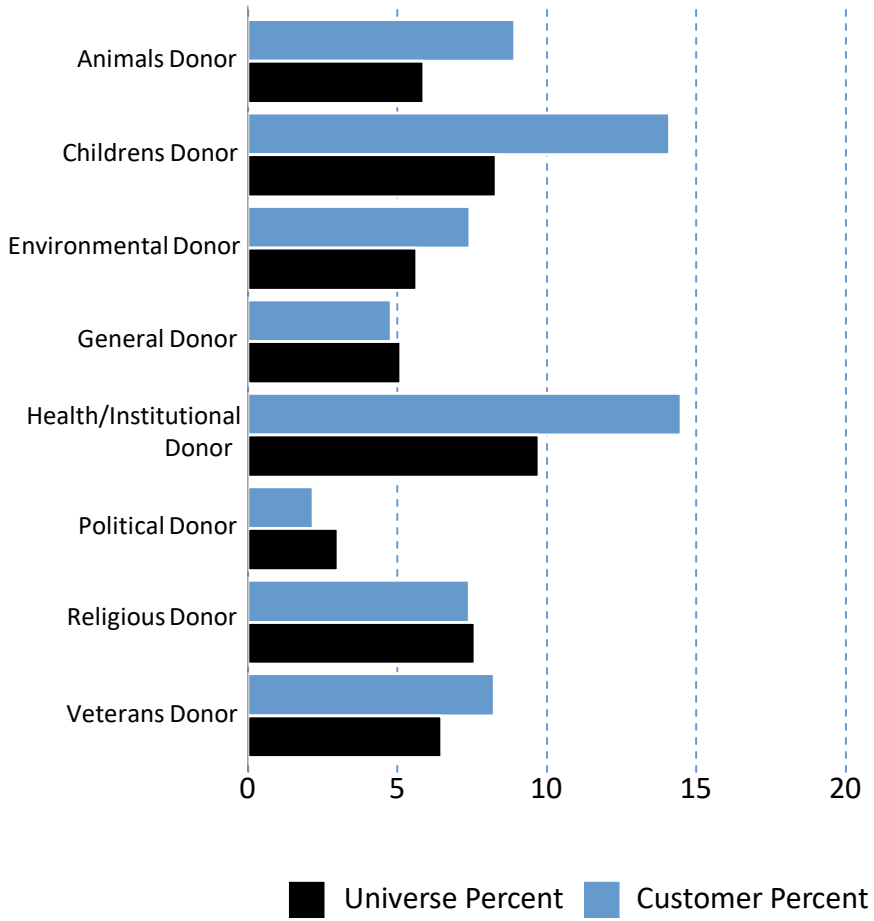

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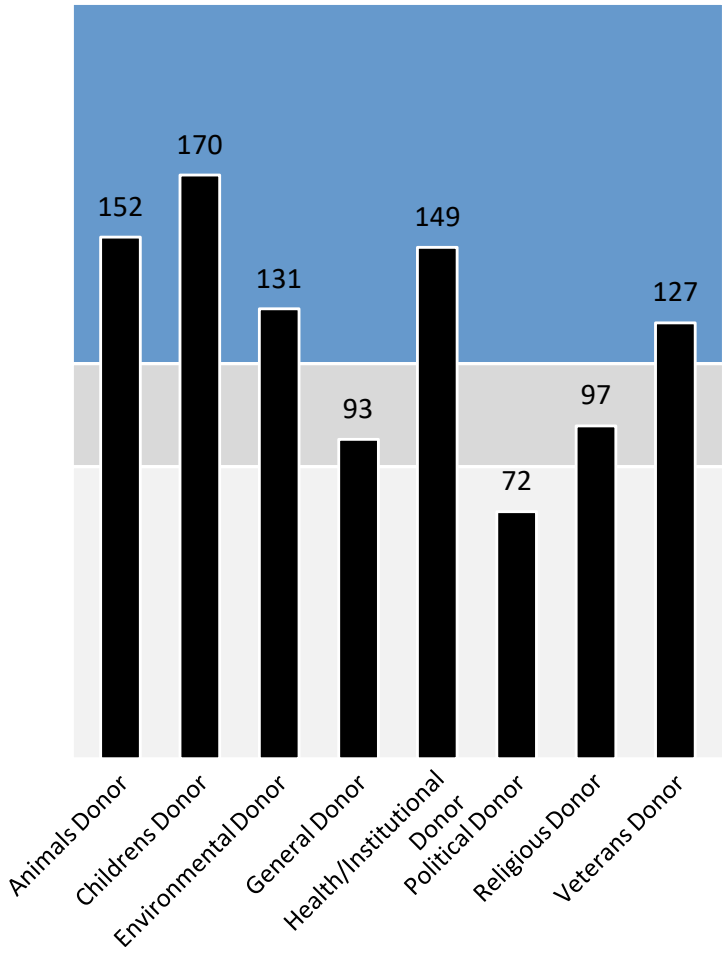

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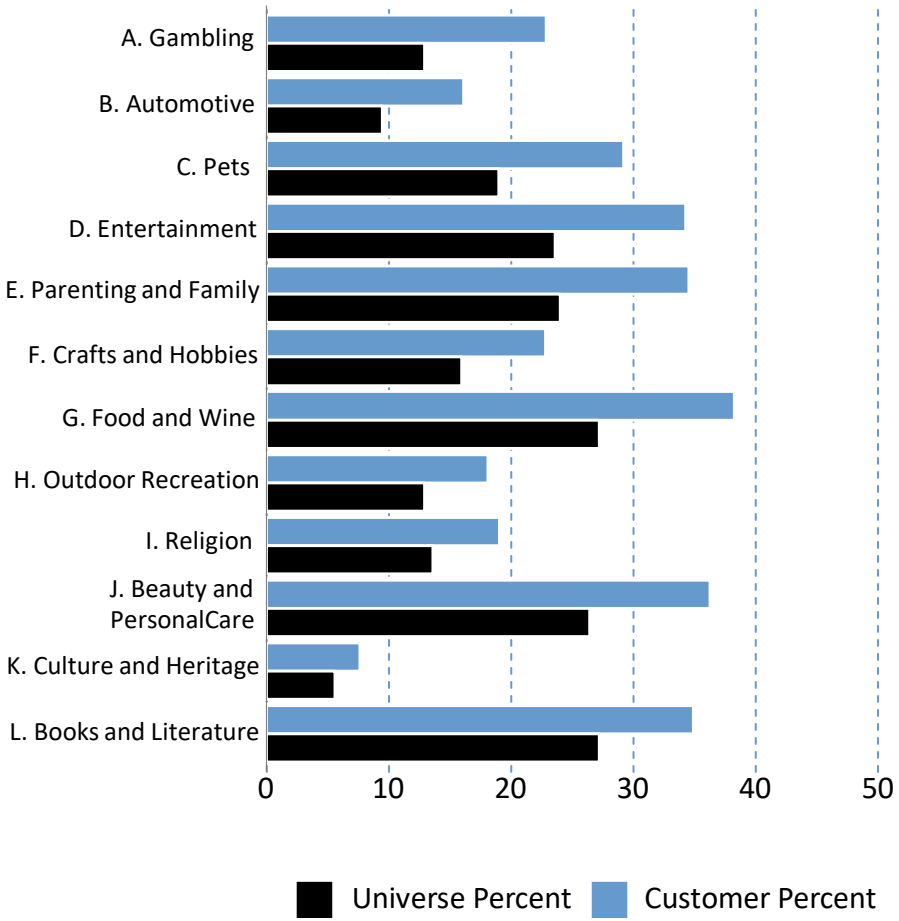

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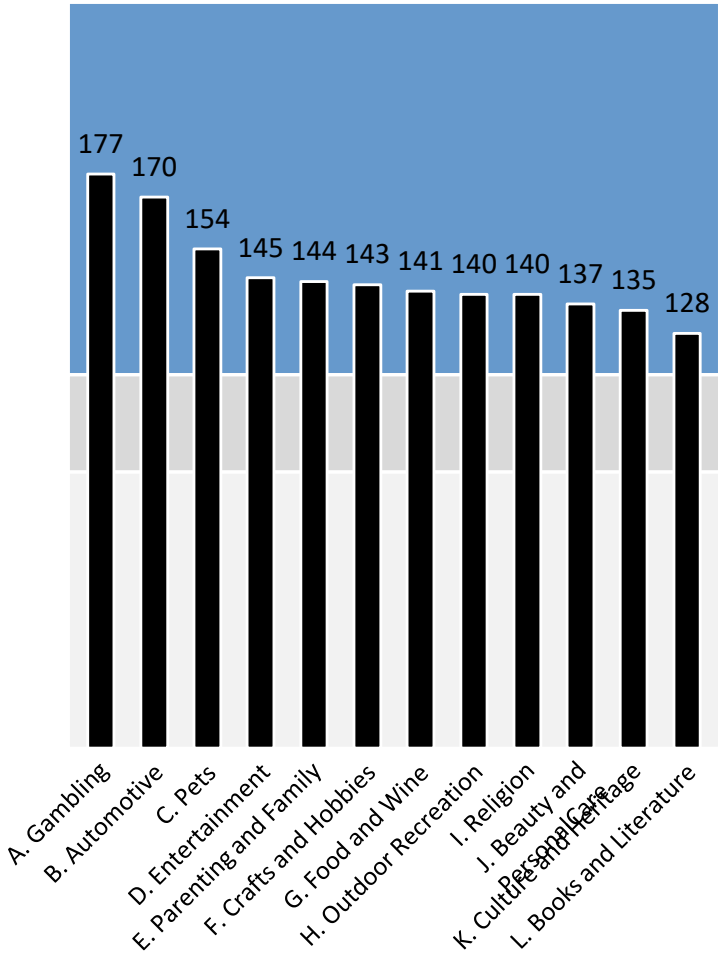

Rank	Consumer Vector	Description	Customer Percent	Universe Percent	Penetration Index
1	12113	Urban, GenX, Female, Low Income, Couples with Children	3%	1%	446
2	22113	Suburban, GenX, Female, Low Income, Couples with Children	3%	1%	358
3	13113	Urban, Boomers, Female, Low Income, Couples with Children	3%	1%	419
4	23113	Suburban, Boomers, Female, Low Income, Couples with Children	2%	1%	319
5	32113	Rural, GenX, Female, Low Income, Couples with Children	2%	0%	498
6	33113	Rural, Boomers, Female, Low Income, Couples with Children	2%	0%	410
7	11113	Urban, Millennials, Female, Low Income, Couples with Children	2%	0%	516
8	21113	Suburban, Millennials, Female, Low Income, Couples with Children	2%	0%	454
9	20113	Suburban, NA, Female, Low Income, Couples with Children	2%	0%	388
10	11111	Urban, Millennials, Female, Low Income, Single	2%	1%	181
11	10113	Urban, NA, Female, Low Income, Couples with Children	2%	0%	466
12	13111	Urban, Boomers, Female, Low Income, Single	1%	1%	127

Consumer Vectors – is a comprehensive consumer segmentation system that groups all US consumers into unique demographic segments, providing marketers with a powerful and effective way to understand and engage with their target audience.

Consumer Vectors – uses the most robust and significant demographics – age, income, gender, household type and geography – to create insightful consumer composites

Consumer Vectors Segment	Consumer Vectors Segment Description
Age	Millennials, Gen X, Baby Boomers, Greatest Generation
Income	High, Upper Middle, Middle, Low
Household Type	Single, Couples, Couples with Children
Geography	Urban, Suburban, Rural
Gender	Female, Male

Use Consumer Vectors to:

- Build profitable relationships with your customers
- Create meaningful interactions within real-time digital environments
- Optimize your customer dialogues
- Maintain consistency in messaging across all channels

Datasys

Contact Us

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Chief Revenue Officer

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Deerfield Beach, FL 33441

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For more information:
mike@datasys.com

Built on Data.
Focused on Results.

TRUSTED BY: LEADING COMPANIES