



Geomarketing Opens Up New Dimensions

Geocoding solution from Uniserv ensures exact localization and differentiation of target groups – Increase of efficiency and cost-effectiveness in sales.

Uniserv GmbH, the leading German provider of address management solutions with headquarters in Pforzheim, provides with geocoding an effective tool available for all generally used platforms for assigning geographical information on the basis of postal addresses. Through the enhancement with statistical market information and additional data on the microcell level, the quality of the address data can be decisively increased. Furthermore, the possibility exists of reliably connecting external market information in the form of sociodemographic geodata to the existing customer addresses. This ensures a well-targeted and effective management of customer relationships. The user of geocoding profits in this way from targeted marketing campaigns, from a user-friendly technology, without having to make own investments for this in the development of software.

The address as linchpin

The possibilities for use in micromarketing are extremely versatile, whereas the starting points are ultimately always the address data of the customers or prospects. For only with the aid of postal validation systems and hence correct address data is it possible to individually assign the most diverse information. Against this background, geocoding from Uniserv provides the effective platform for assigning company-specific information or the basis for referencing to external data providers such as Claritas, microm, pan-adress or ptv. General information such as coordinates for location or route planning, statistical districts, jurisdictions of governmental offices and authorities and the delivery information of freight services also belong to the assignable data. At the same time, statements about the living surroundings allow conclusions to be made about the profile of a certain customer or prospect and permit investigations of the structure of the customer or location. Thus, the market potential can be determined not only taking the target group data for small geographical areas into consideration, but regional differences in tapping the market can be recognized as well. Dispersion losses in advertising campaigns or in direct marketing are thereby avoidable.

Convincing in use for PlanetHome

For PlanetHome AG, among other companies, geomarketing plays an interesting role as Web application. The real estate provider located in Munich checks the addresses of the objects it puts online for sale with software from Uniserv. The validated addresses make up the core in this connection for the assignment of geo-coordinates and statistical information to an object address. Together with the deposited, object-related video street tours, city maps, aerial photos and interior previews, every prospective buyer thus has the opportunity to analyze his or her desired real estate object online on the screen under www.planethome.com and at the same time become acquainted with the infrastructural environment.

Background information about Uniserv GmbH

Uniserv GmbH is the leading German provider of address management solutions with headquarters in Pforzheim. The company's portfolio includes internationally utilizable software and services for quality assurance of customer data within the scope of address management, for CRM applications and in direct and database marketing. Uniserv was founded in 1969, currently employs a staff of over 90 members and provides support across all sectors for numerous well-known customers such as IBM Deutschland, Quelle, Neckermann, Greenpeace, EnBW Energieversorgung, BMW, XEROX and Deutsche Post AG. In 2001 the company earned revenues amounting to 11.8 million euros.

Additional information is available on the Internet under <http://www.uniserv.de>.