

Business Profiling Sample

PRESENTED BY

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How to Get the Most Out of Your Customer Profile

Profiling helps you understand your customers and how to find more just like them. In three simple steps, you can purchase a list of prospects in your trade area that look just like your best customers.

Step One: Review your Profile

Step Two: Run Your Count

After you have reviewed the Profile, request a prospect count report. Please note that a the profile is most accurate within 90 days. Once you submit your count report request you will receive your count report via email.

Step Three: Order your Data

Review your count report, determine your mailing strategy and place your order



Who are my customers?

Customers

Records Uploaded	33,169
Total Records Matched	29,950
Unique Records Matched	29,950
Match Rate	90%

Your customers are most highly concentrated in these demographic segments

<u>Demographic</u>	<u>Value/Range</u>	<u>Percent</u>
Non-Profit Businesses	Profit	90%
Location Type	Single Location	90%
Minority Owned Business	Not Minority Owned	86%
Website URL Present	Only records with available website url	75%
Biz Selects	B2C	75%
SIC Division	Retail Trade	72%
Annual Sales	Under \$500,000	59%
Owner Gender	Male	54%
Employees	1 - 4 Employees	52%
Legal Status	Corporation	39%



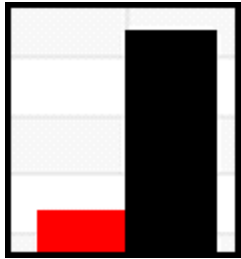
Demographic Overview

These demographic elements have been analyzed individually and the results are presented in subsequent pages. Values/Ranges that constitute at least 1% of your customer base are included in the tables, and those with the penetration indexes of 120 or higher are highlighted. For demographic attributes having more than 8 categories, only the top 8 categories will be illustrated.

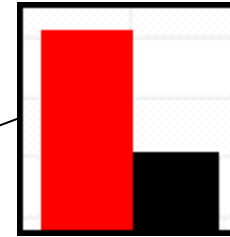
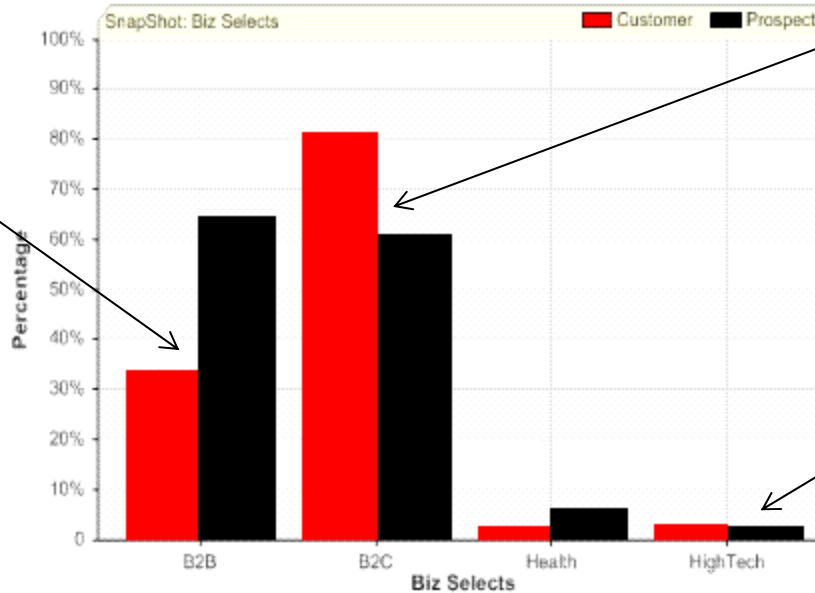
- Region
- SCF (3 Digit Zip Code)
- Annual Sales
- Biz Selects
- Employees
- Legal Status
- Location Type
- Minority Owned Business
- Non-Profit Businesses
- Owner -Renter
- Owner Gender
- SIC Division
- SIC2 Code
- SIC4 Code
- SOHO
- Website URL Present
- Years in Business



How to read the penetration slides



A shorter customer bar than the prospect bar indicates lower than average customer penetration for this demographic.



A taller customer bar than the prospect bar indicates a higher than average customer penetration for this demographic.



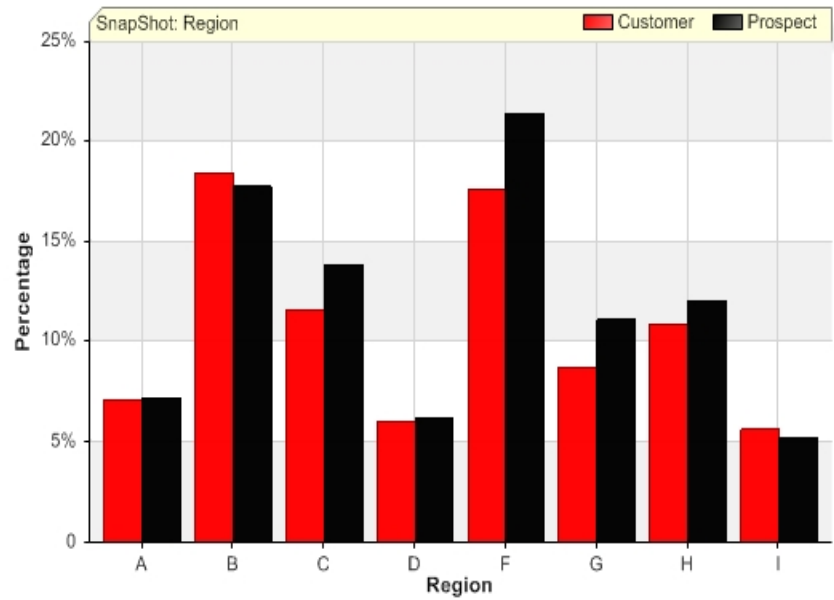
Near equal customer and prospect bars indicate average customer penetration for this demographic.

Biz Selects	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
B2C	26,090	82%	8,327,908	60%	135
B2B	10,840	35%	8,875,222	64%	53
HighTech	1,511	2%	327,842	2%	101
Health	797	3%	821,660	6%	42

Penetration Index – For each attribute, the relationship between the percentage of your customers sharing the attribute and the percentage of those living in the designated geographic area sharing the same attribute – the prospect market potential.



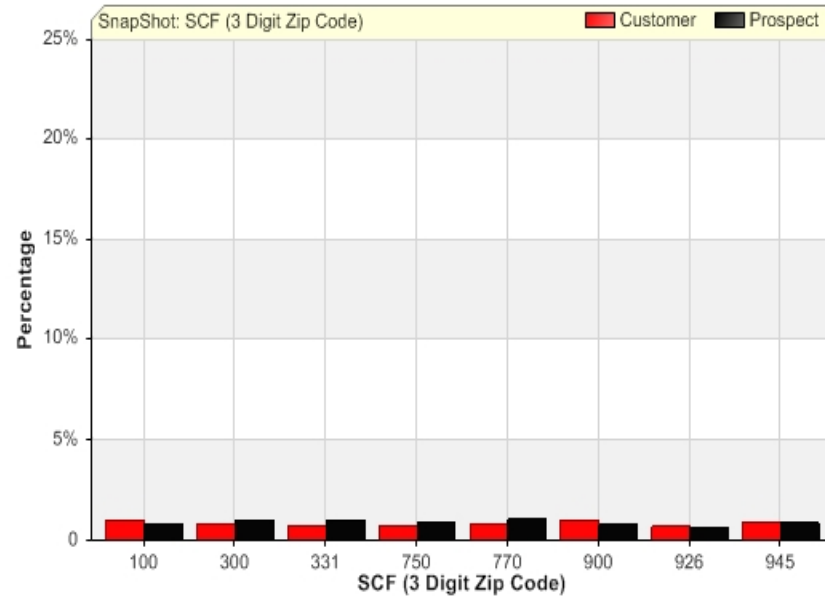
Region



Region	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
B - Pacific: AK, CA, HI, OR, & WA	5,516	18%	1,785,404	18%	104
F - South Atlantic: DE, FL, GA, MD, NC, SC, VA, DC, & WV	5,276	18%	2,150,142	21%	82
C - East North Central: IL, IN, OH, MI, & WI	3,465	12%	1,392,066	14%	83
H - Middle Atlantic: NJ, NY, & PA	3,256	11%	1,208,913	12%	90
G - West South Central: AR, LA, OK, & TX	2,615	9%	1,117,089	11%	78
A - Mountain: AZ, CO, ID, MT, NV, NM, UT, & WY	2,133	7%	720,007	7%	99
D - West North Central: IA, KS, MN, MO, NE, ND, & SD	1,812	6%	623,761	6%	97
I - New England: CT, ME, MA, NH, RI, & VT	1,686	6%	522,721	5%	108



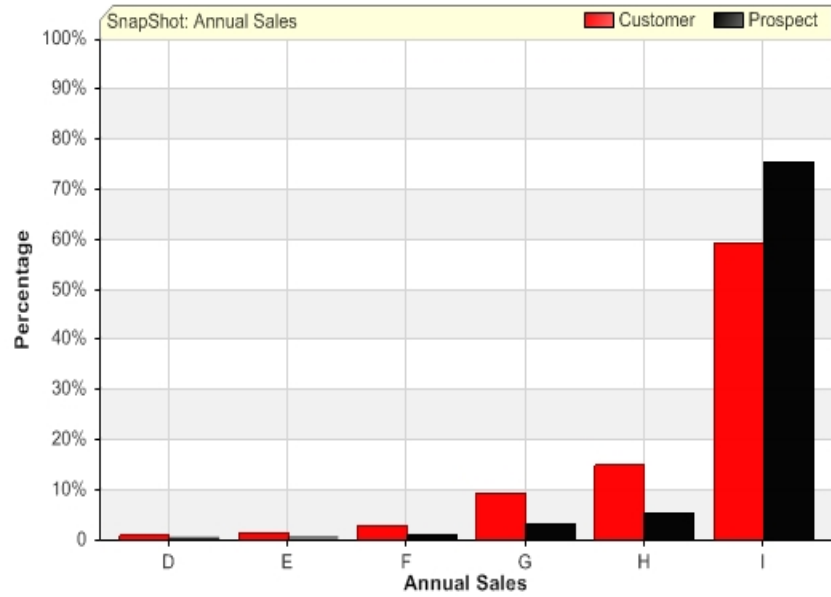
SCF (3 Digit Zip Code)



SCF (3 Digit Zip Code)	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
900 - Los Angeles , CA	307	1%	78,449	1%	131
100 - New York , NY	301	1%	80,466	1%	125
945 - Oakland , CA	263	1%	87,926	1%	100
300 - North Metro , GA	234	1%	98,560	1%	80
770 - Houston , TX	232	1%	107,050	1%	73
331 - Miami , FL	229	1%	99,317	1%	77
750 - North Texas , TX	226	1%	86,895	1%	87
926 - Santa Ana , CA	205	1%	64,935	1%	106



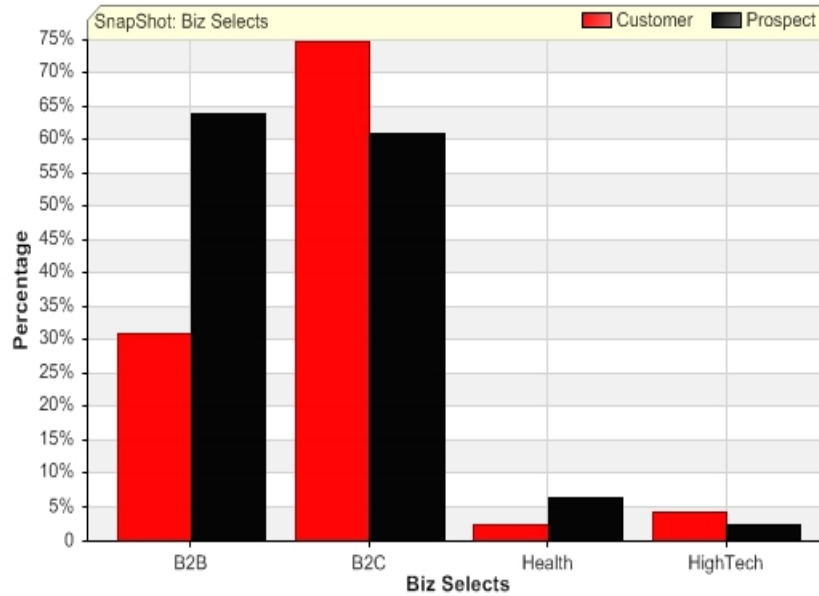
Annual Sales



Annual Sales	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
I - Under \$500,000	17,776	59%	7,593,493	76%	78
H - \$500,000 - \$999,999	4,512	15%	544,181	5%	278
G - \$1,000,000 - \$2,499,999	2,793	9%	339,938	3%	275
F - \$2,500,000 - \$4,999,999	854	3%	118,314	1%	242
E - \$5,000,000 - \$9,999,999	448	2%	60,306	1%	249
D - \$10,000,000 - \$99,999,999	293	1%	52,231	1%	188



Biz Selects



Biz Selects	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
B2C	22,369	75%	6,129,039	61%	122
B2B	9,308	31%	6,428,292	64%	49
HighTech	1,292	4%	257,102	3%	168
Health	714	2%	660,871	7%	36

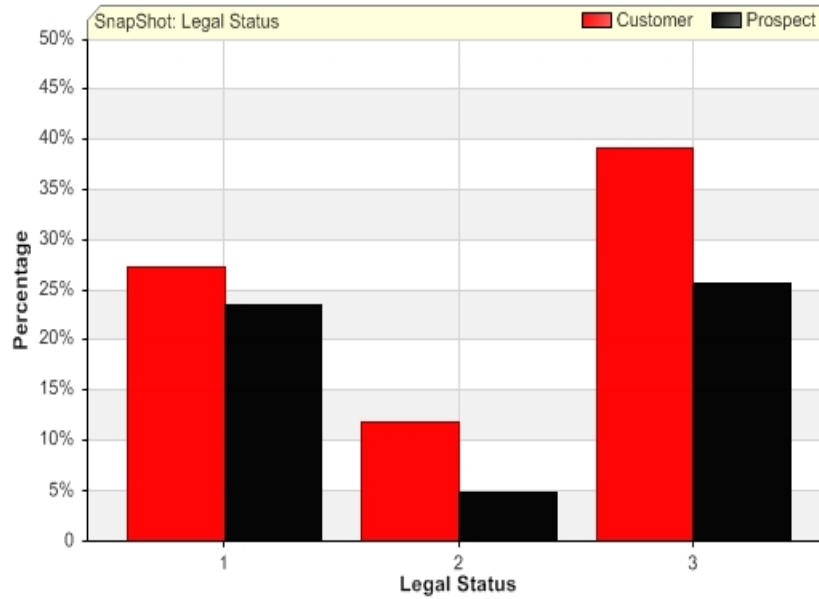


Employees



Employees	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
H - 1 - 4 Employees	15,590	52%	7,204,953	72%	73
G - 5 - 9 Employees	5,330	18%	1,129,519	11%	158
F - 10 - 19 Employees	3,218	11%	619,341	6%	174
E - 20 - 49 Employees	2,006	7%	426,828	4%	158
D - 50 - 99 Employees	538	2%	153,974	2%	117

Legal Status



Legal Status	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
3 - Corporation	11,735	39%	2,575,588	26%	153
1 - Proprietorship	8,194	27%	2,367,934	24%	116
2 - Partnership	3,578	12%	493,922	5%	243

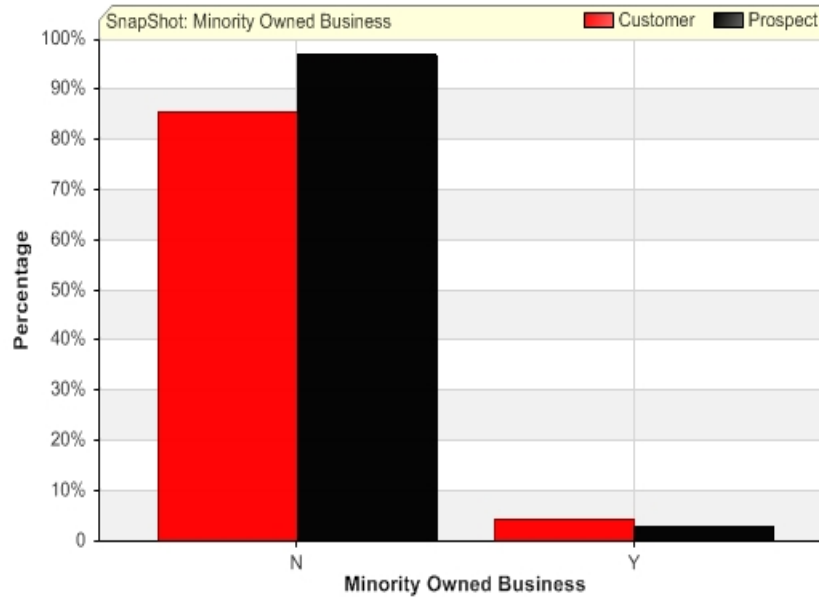


Location Type



Location Type	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
0 - Single Location	26,836	90%	8,881,541	88%	101

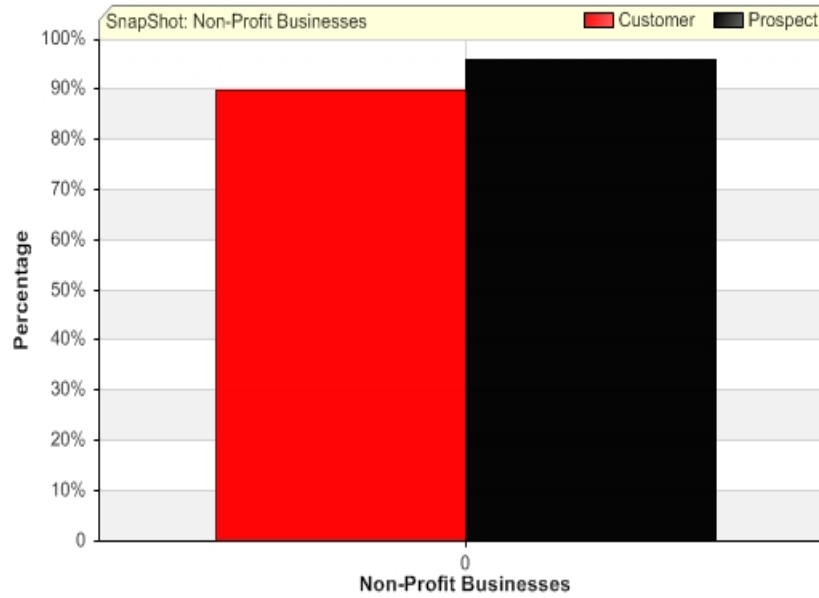
Minority Owned Business



Minority Owned Business	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
N - Not Minority Owned	25,669	86%	9,739,116	97%	88
Y - Minority Owned Businesses	1,294	4%	298,108	3%	145



Non-Profit Businesses



Non-Profit Businesses	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
0 - Profit	26,950	90%	9,644,765	96%	94



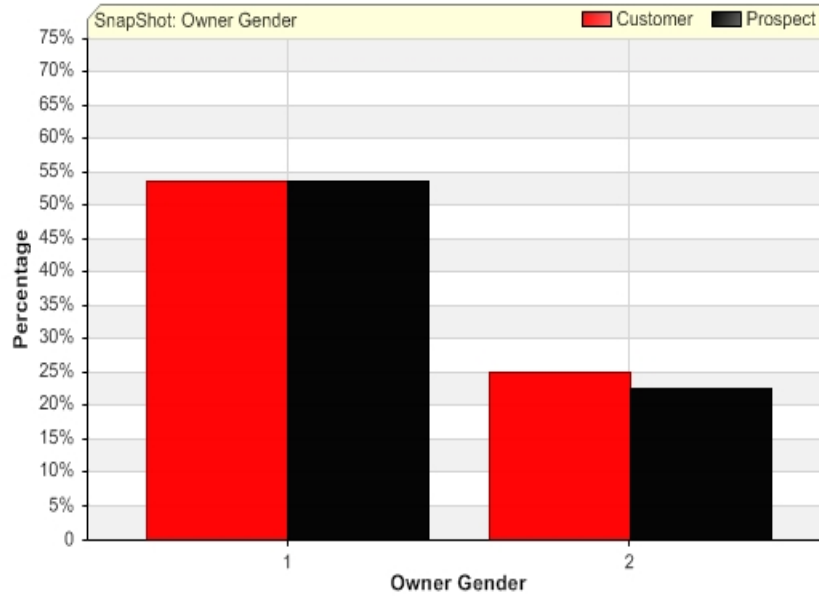
Owner -Renter



Owner -Renter	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
2 - Rents	5,592	19%	1,327,345	13%	141
1 - Owns	2,271	8%	661,623	7%	115

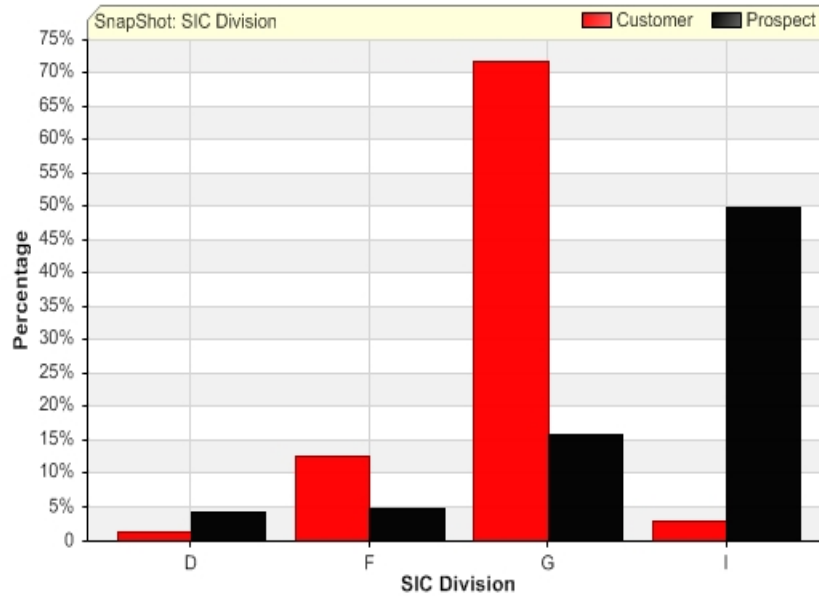


Owner Gender



Owner Gender	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
1 - Male	16,063	54%	5,397,721	54%	100
2 - Female	7,546	25%	2,266,736	23%	112

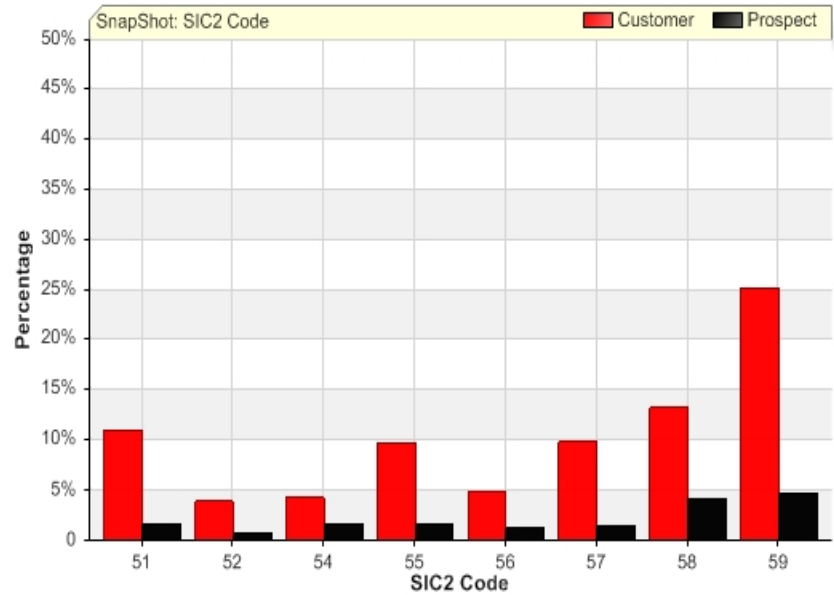
SIC Division



SIC Division	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
G - Retail Trade	21,507	72%	1,599,140	16%	451
F - Wholesale Trade	3,766	13%	488,723	5%	258
I - Services	906	3%	5,020,133	50%	6
D - Manufacturing	443	1%	442,608	4%	34



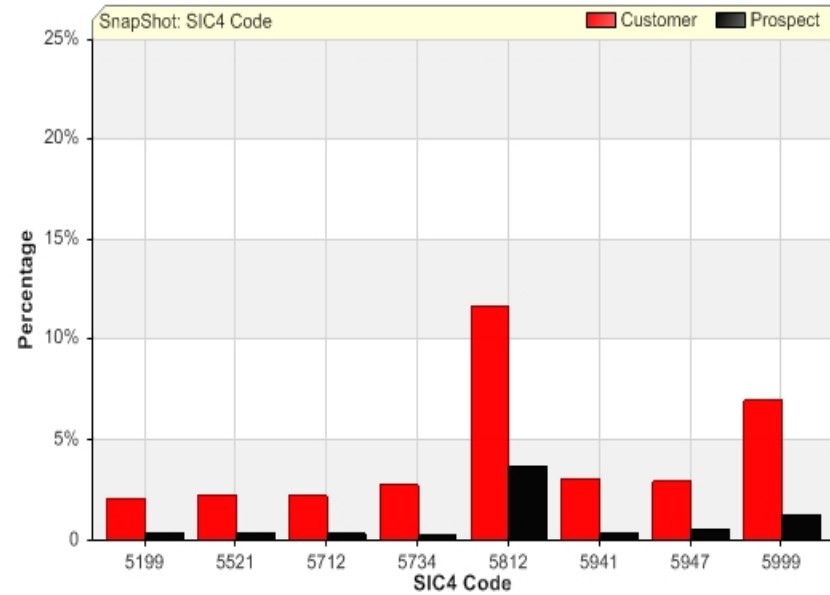
SIC2 Code



SIC2 Code	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
59 - Miscellaneous Retail	7,557	25%	473,755	5%	535
58 - Eating and Drinking Places	3,976	13%	409,385	4%	325
51 - Wholesale Trade - Nondurable Goods	3,278	11%	169,405	2%	648
57 - Home Furniture Furnishings Equipment Stores	2,937	10%	141,424	1%	696
55 - Auto Dealers and Gasoline Service Stations	2,927	10%	168,880	2%	581
56 - Apparel and Accessory Stores	1,476	5%	122,879	1%	403
54 - Food Stores	1,283	4%	165,703	2%	259
52 - Build Mtrl Hrdwr Grdn Sply Mobile Home Deals	1,161	4%	78,413	1%	496

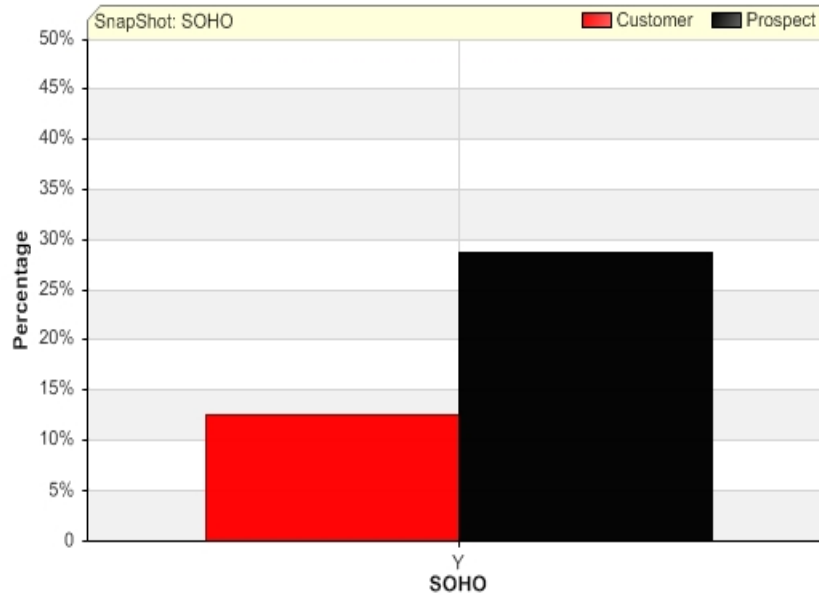


SIC4 Code



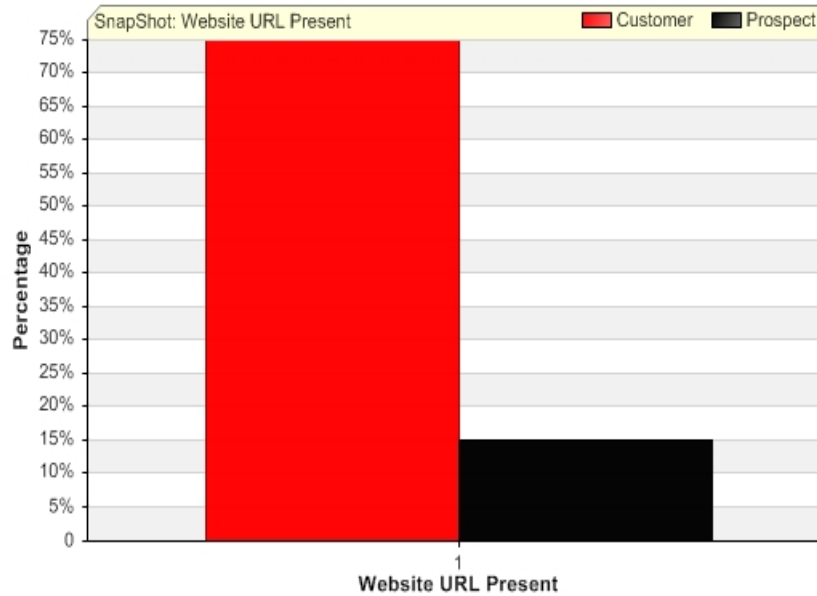
SIC4 Code	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
5812 - Eating Places	3,499	12%	373,791	4%	314
5999 - Miscellaneous Retail Stores Nec	2,092	7%	128,913	1%	544
5941 - Sporting Goods and Bicycle Shops	923	3%	32,369	0%	956
5947 - Gift Novelty and Souvenir Shop	882	3%	54,771	1%	540
5734 - Computer and Software Stores	833	3%	23,623	0%	1182
5521 - Used Car Dealers	686	2%	35,631	0%	645
5712 - Furniture Stores	662	2%	34,072	0%	651
5199 - Nondurable Goods Nec	630	2%	40,107	0%	526





SOHO	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
Y - Home Office	3,786	13%	2,893,077	29%	44

Website URL Present



Website URL Present	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
1 - Only records with available website url	22,439	75%	1,523,855	15%	493



Years in Business



Years in Business	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
C - 6 to 10	22,219	74%	1,835,147	18%	406
B - 2 to 5	4,171	14%	2,599,477	26%	54
E - 16 to 25	182	1%	1,262,027	13%	5

Demographic Field Descriptions

Annual Sales

The Annual Sales select codes each business with the total revenue in U.S. dollars attributable to products and services sold annually. Revenue totals may be derived from sales, gross revenue, commissions, or billings.

Biz Selects

Biz Selects offer marketers a proprietary means of identifying the industries that a given business would sell their goods or services to. Biz Selects are based off of the businesses assigned SIC code and grouped into vertical markets which include Business to Consumer, Business to Business, Business to Government, Finance, Health, High Tech, Food, Media, Government, and Retail.

Employees

The Employees select codes each business with the number of employees that are estimated to be at a given location. Employee counts are available for all location types (branches, headquarters, and single locations).

Legal Status

Legal Status identifies the legal form or structure of a business as registered with government authorities. Examples of Legal Status include corporation, government department, partnership, private limited company, and proprietorship.

Location Type

Location Type refers to the business structure of the given location. Options include single location, branch, or headquarters.



Demographic Field Descriptions (continued)

Minority Owned Business

The Minority Owned Business select identifies businesses that are at least 51% owned by (and whose management and daily business operations are controlled by) one or more members of a minority group. Minority groups include namely U.S. citizens of the following races: Asian, African American, Hispanic, Indian (Subcontinent), Native American, and Other.

Non-Profit Businesses

Non-Profit Businesses are identified as such based on their primary SIC code. The following SIC codes/industries are included as non-profits - Catholic Schools-SIC 821101, Public Libraries-SIC 821103, Libraries-SIC 8231, Individual and Family Services-SIC 8322, Job Training and Related Services-SIC 8331, Residential Care-SIC 8361, Community Development Groups-SIC 8399, Non-Commercial Art Galleries-SIC 84120101, Non-Commercial Zoological Gardens-SIC 84220103, Civic and Social Organizations-SIC 8641, Political Organizations-SIC 8651, Non-Commercial Research Organizations-SIC 8733, Government Organizations-SIC 91-99

Owner -Renter

The Owner/Renter select indicates the terms under which the business occupies the premises at the physical address.

Owner Gender

The gender of the owner is typically gathered from self-reported or public information sources, or can be assigned based on the individual's name and/or title. In cases where the individual's first name and title are unknown/ambiguous and no additional sources reflect gender, the gender will be coded as "Unknown".

SIC Division

The SIC Division indicates the category in which a business is assigned. The Standard Industrial Classification (SIC) code, developed by the U.S. Government, assigns a code for businesses and other organizations designed to classify and subdivide the activity performed by that establishment at that location. SIC2 Codes or Major Group Codes identify the type of business at the broadest level while SIC 4 Codes allow for a more defined classification. For example, SIC 80 represents the Major Group Code for Health Services and includes all healthcare related services like doctors' offices, hospitals, nursing care facilities, medical/dental laboratories, home health services, and more. SIC Code 8041, while still under the Major Group Code of Health Services, will only identify Offices and Clinics of Chiropractors.



Demographic Field Descriptions (continued)

SIC2 Code

The SIC Division indicates the category in which a business is assigned. The Standard Industrial Classification (SIC) code, developed by the U.S. Government, assigns a code for businesses and other organizations designed to classify and subdivide the activity performed by that establishment at that location. SIC2 Codes or Major Group Codes identify the type of business at the broadest level while SIC 4 Codes allow for a more defined classification. For example, SIC 80 represents the Major Group Code for Health Services and includes all healthcare related services like doctors' offices, hospitals, nursing care facilities, medical/dental laboratories, home health services, and more. SIC Code 8041, while still under the Major Group Code of Health Services, will only identify Offices and Clinics of Chiropractors.

SIC4 Code

The SIC Division indicates the category in which a business is assigned. The Standard Industrial Classification (SIC) code, developed by the U.S. Government, assigns a code for businesses and other organizations designed to classify and subdivide the activity performed by that establishment at that location. SIC2 Codes or Major Group Codes identify the type of business at the broadest level while SIC 4 Codes allow for a more defined classification. For example, SIC 80 represents the Major Group Code for Health Services and includes all healthcare related services like doctors' offices, hospitals, nursing care facilities, medical/dental laboratories, home health services, and more. SIC Code 8041, while still under the Major Group Code of Health Services, will only identify Offices and Clinics of Chiropractors.

SOHO

SOHO is a proprietary indicator that identifies if a business is being run from a home-based office.

Website URL Present

The Website URL Present select indicates that there is a website URL/domain on record for a given business.

Years in Business

The Year in Business indicator represents the year that the current owner took control of the business or the year the business was originally established if no change in control is on record.

