

# Zip Code Forensics

## How Do I Participate?

Free to any business that contributes anonymous zip code sales for the past twelve months by physical channel (telephone, online, retail).

Your spreadsheet will have one row per zip code.

Column A = Zip Code. Column B = Sum of Telephone / Mail Sales, Past 12 Months. Column C = Sum of Online Sales, Past 12 Months. Column D = Sum of Retail Sales, Past 12 Months.

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## What Do I Get

You will receive a spreadsheet with zip codes assigned to one of six segments.

- 1) **Catalog Crazies**, the most productive traditional direct marketing shoppers.
- 2) **Catalog Fans**, average productivity and preference for traditional direct marketing.
- 3) **Catalog Preference**, marginal productivity and preference for traditional direct marketing.
- 4) **Online Preference**, marginal productivity and preference for e-commerce.
- 5) **Online Spend**, average productivity and prefers e-commerce.
- 6) **Online Bliss**, the most productive e-commerce zip codes.

# Zip Code Forensics

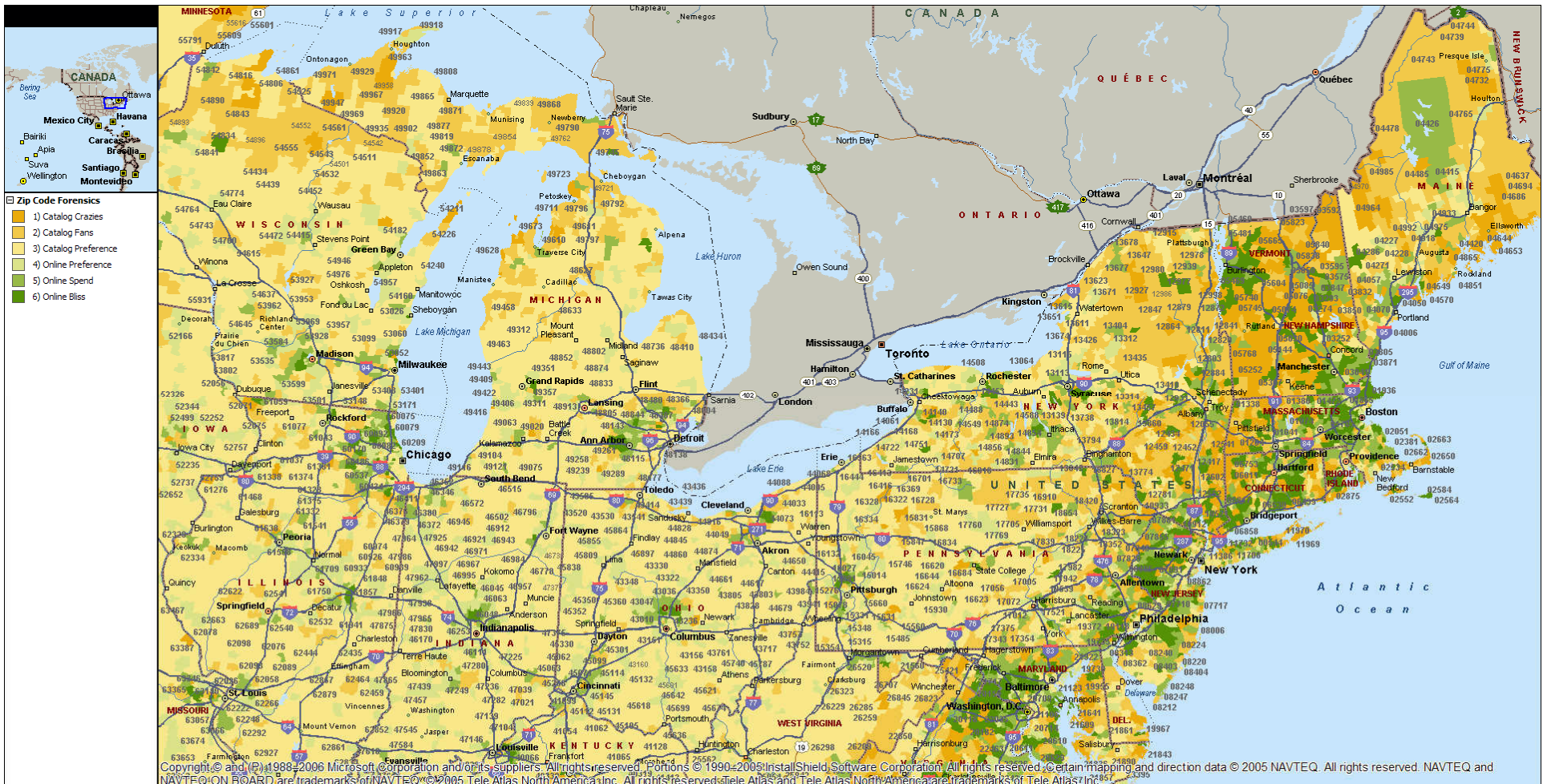
## How Do I Benefit?

By targeting only the best zip codes, the productivity of a segment improves by between 7% and 20%, based on tests conducted by early participants in Zip Code Forensics.

Want to participate? Contact Kevin Hillstrom,  
President of MineThatData  
([kevinh@minethatdata.com](mailto:kevinh@minethatdata.com)) for details!

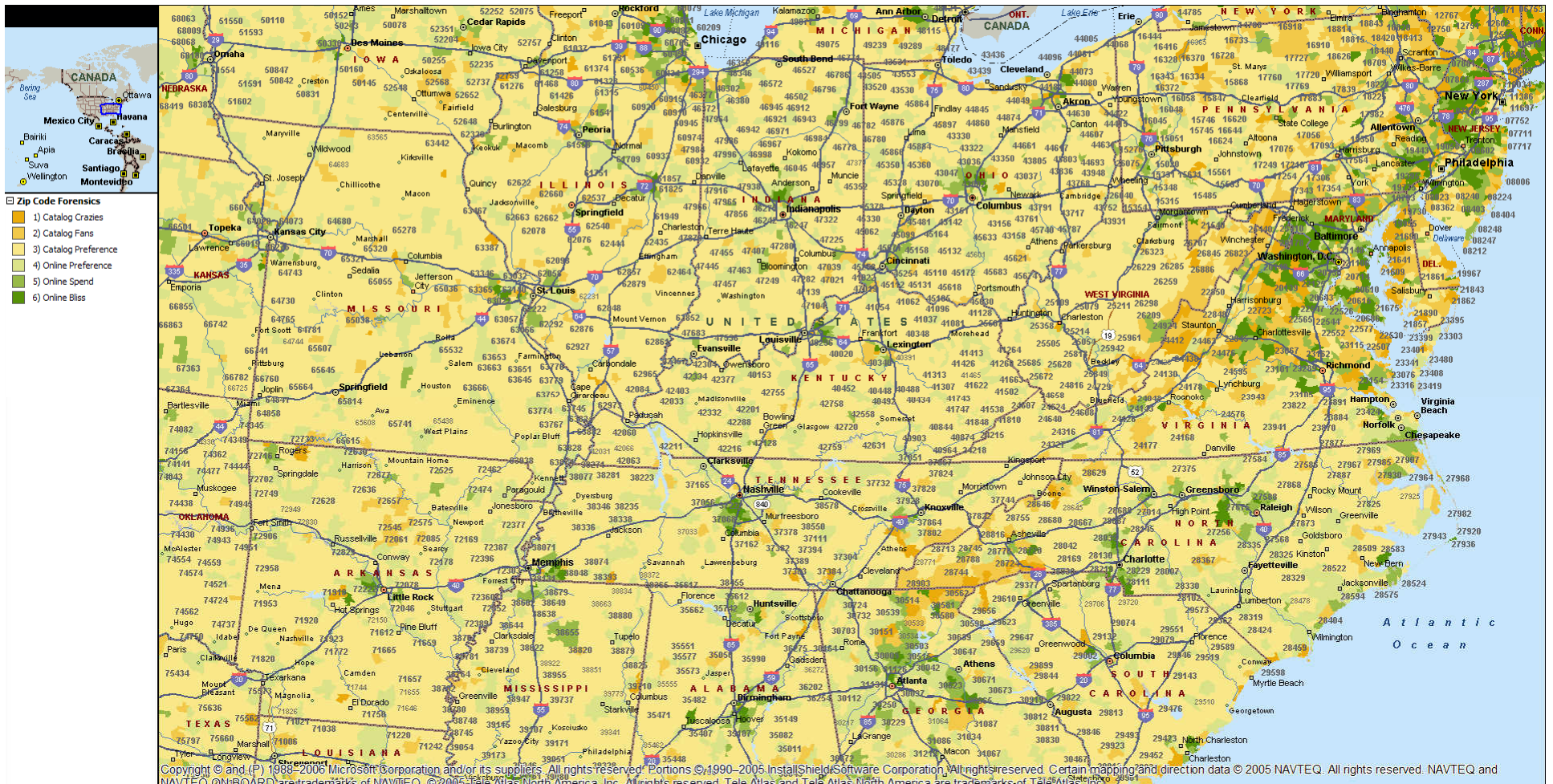
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## Northeast United States



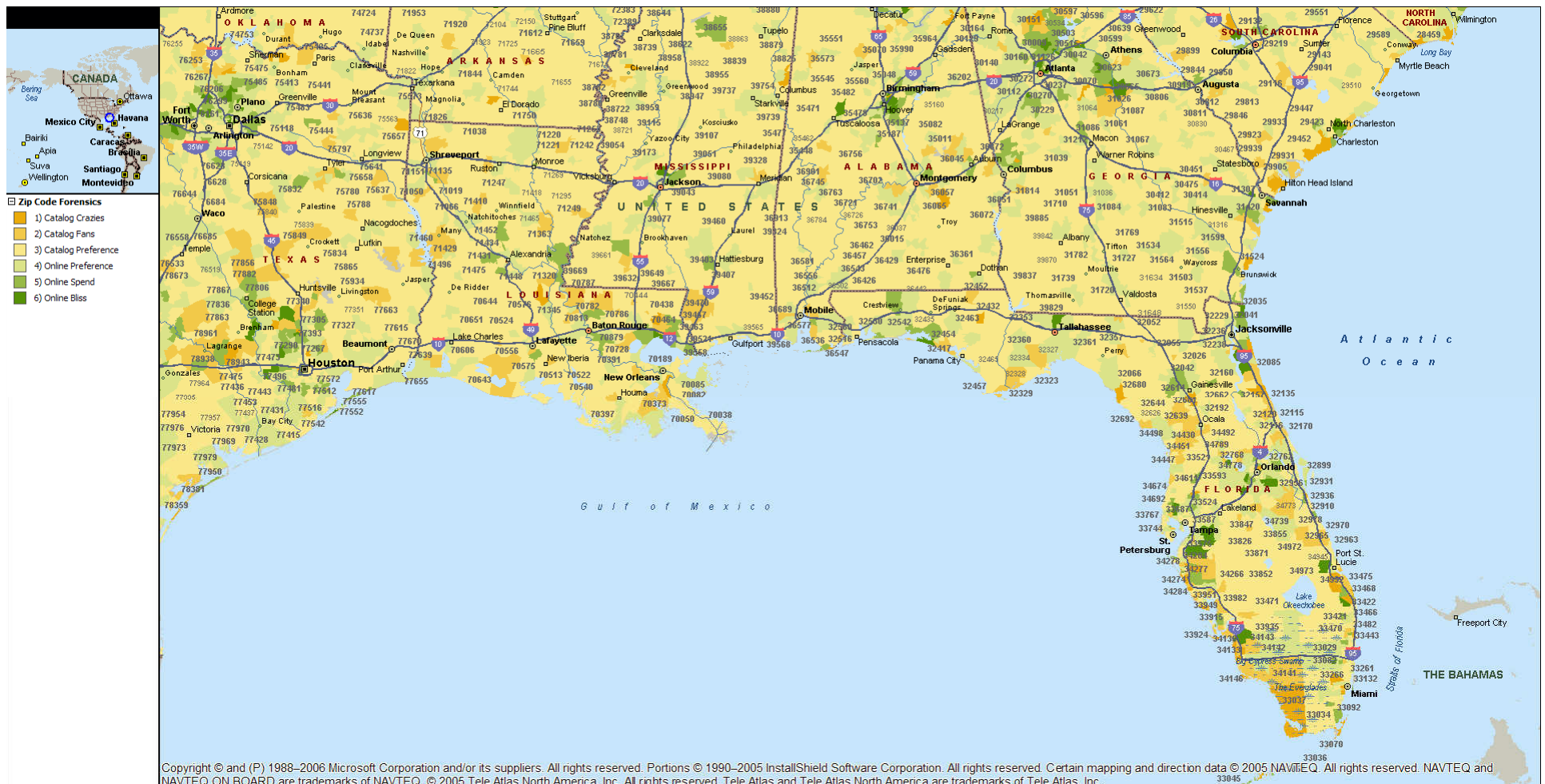
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## East Central United States



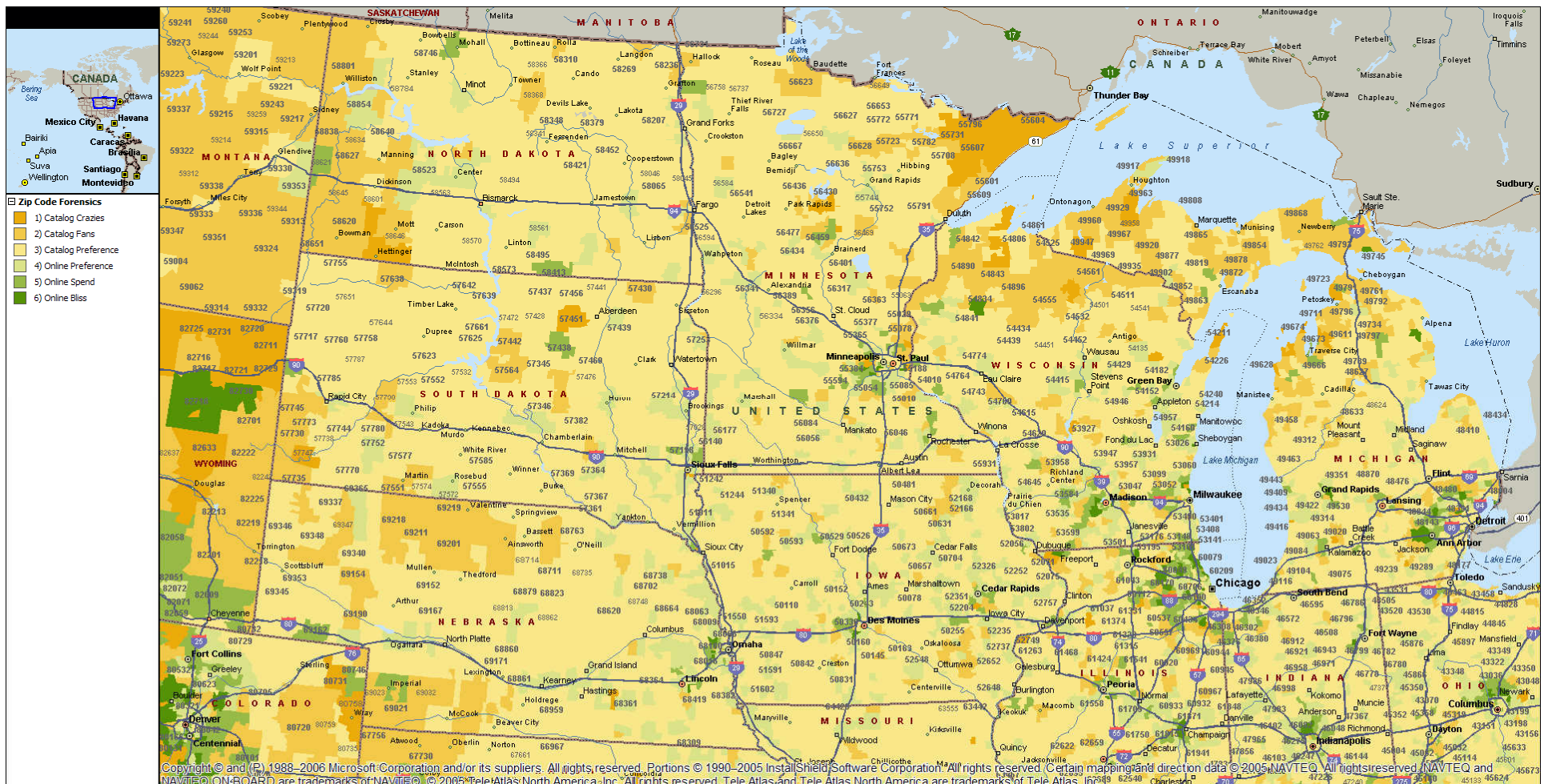
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## Southeast United States



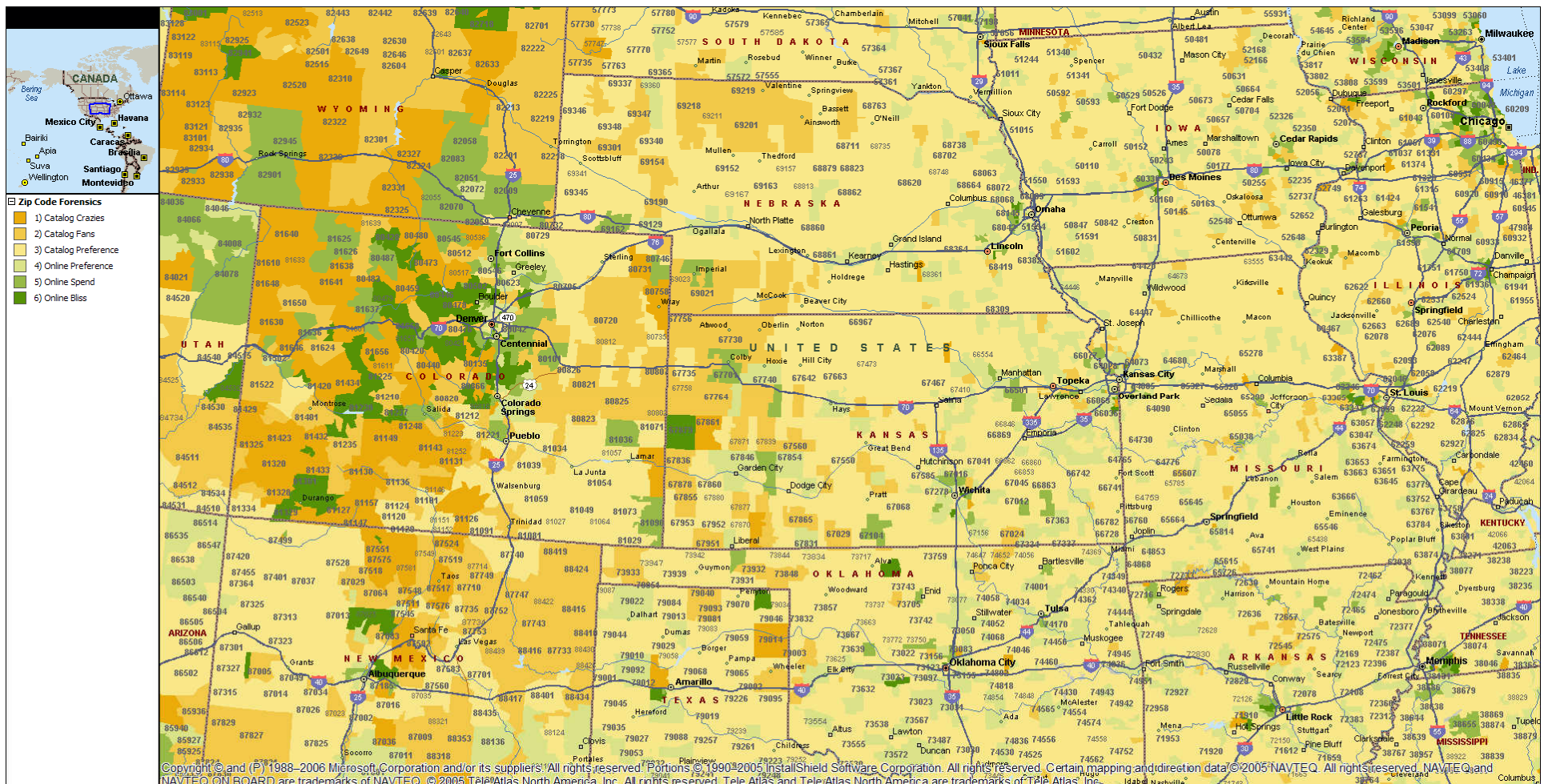
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## Upper Midwest



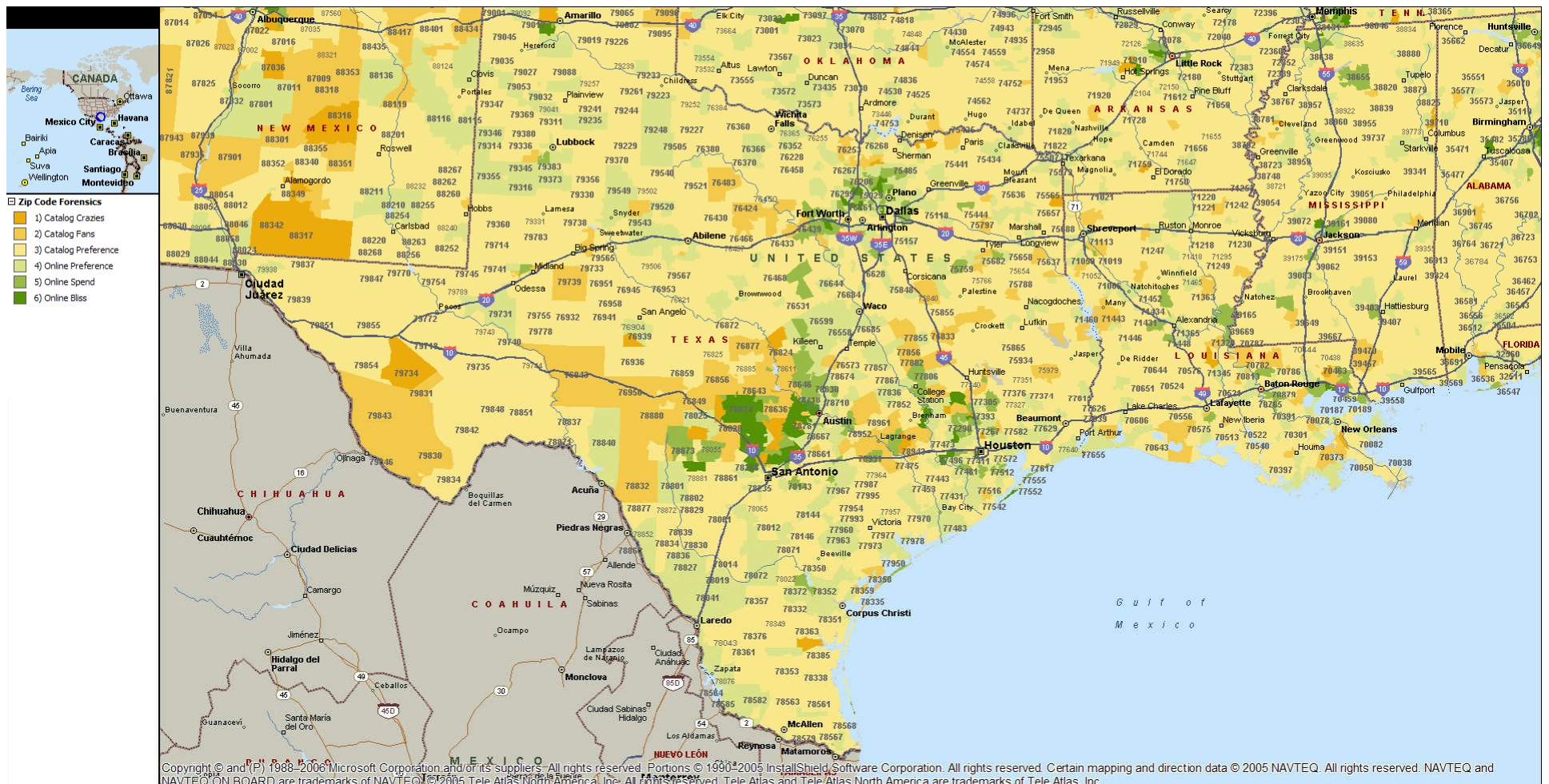
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## Central Plains



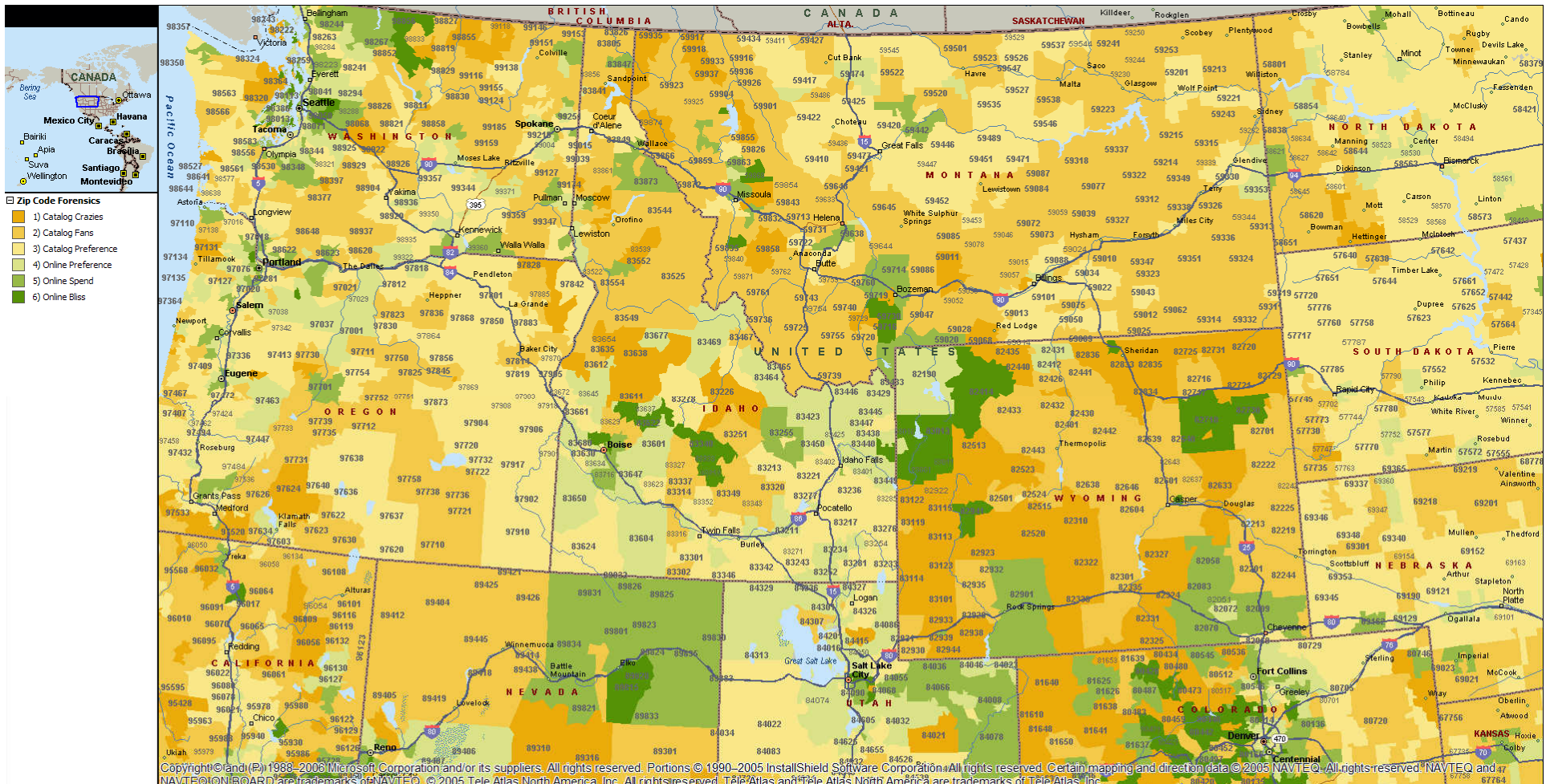
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## South Central



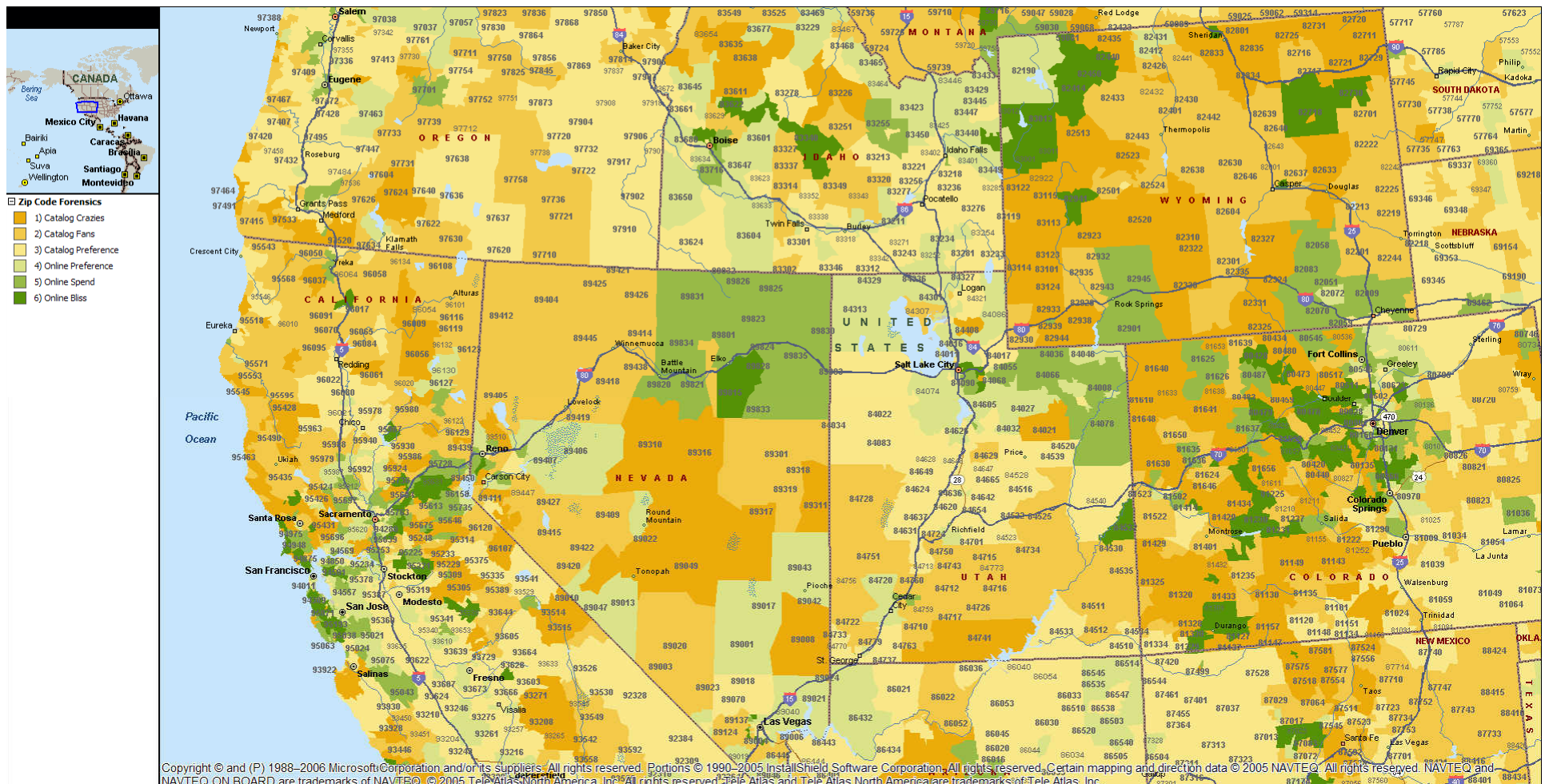
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## Pacific Northwest



# Zip Code Forensics

## Rocky Mountain States



# Zip Code Forensics Southwest

