



MarketMatch™

 An Anthem Marketing *Solution*

Provide us with a specific reference market, or simply identify your most important market-matching characteristics, and the **Anthem MarketMatch™** tool will find those in your area that provide the best match. For example, you may wish to identify similar cities in which to launch new product tests, or find the two ZIP codes in a market that most closely match the household income and education level specified.

Key Product Benefits

Anthem MarketMatch objectifies markets for a variety of strategic applications, including:

1. Reduction or elimination of variability for planning or testing products, programs and creative, by removing the variables that could skew results
2. Optimization of location planning by narrowing your search to comparable geographies
3. Testing media by similar DMA, ADI, segment or region
4. Identification of best comparative direct mail markets, by zip code or other criteria
5. Analysis of competitive composition, and designing of regional strategies to address the competition

At A Glance

Discover the characteristics that are prevalent in your “best markets”

Including household income, composition, race, age, education and a host of other variables

Identify and test new markets for marketing penetration

The criteria used to determine which markets offer the best opportunities for success, mirror those that are common and current in your “best markets”

“ If you want fast, accurate market comparisons for business planning, marketing (product, creative and offer) testing, or other strategic purposes, you need Anthem’s MarketMatch. ”

*John Keenan, Managing Partner
Anthem Marketing Solutions*



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Top Performing Market



Demographic Analysis

Transaction Analysis

Behavioral Analysis

Most Likely Market to replicate top market performance



AGENCY PARTNER PROGRAM



ANTHEM MARKETING SOLUTIONS
AGENCY PARTNER PROGRAM
C E R T I F I E D

We offer an array of strategic, tactical and solution-implementation options through the Anthem Agency Partner Program.

“If you are still acquiring customers by renting lists, merge purge and mailing to them, you are behind the times. You should consider building a prospect database to improve your response rate and reduce your costs.”

*Database Marketing Institute
Arthur Hughes*

Customer & Market
ANALYTICS
& INSIGHTS



Marketing & Media
STRATEGY



Customized
EXECUTION
As your partner

It's fast. It's effective. For more information or a free assessment call us at 312.441.0382 or email us at solutions@anthemedge.com.

About Anthem Marketing Solutions

Recognized by Inc. Magazine as one of the nation's fastest growing companies, Anthem Marketing Solutions provides data-driven solutions to today's omni-channel marketers, focusing on growing long-term customer value.