



# MarketProfiler

An Anthem Marketing *Solution*

The Anthem **MarketProfiler** descriptively and visually delineates the demographics, employment, and spending characteristics of inhabitants in a particular market. This detail is available for a defined area, such as zip code, or for a radius around a specific address, such as a retail store location. You may specify up to two similar areas for comparison, and can request that the results be indexed against a larger geography, such as counties compared to state data.

## Key Product Benefits

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

1. Determine consumer similarity and differences
2. Compare demographic and characteristic information in a single zip code or carried zip codes, against a larger group.
3. Set realistic local marketing goals based on target density
4. Evaluate customer proximity to retail locations (Proximity Analysis)
5. Design targeted marketing campaigns
6. Identify optimal site locations (new location planning)
7. Create successful local prospecting strategies
8. Assess local market competitive context
9. Arm your location managers with local “consumer context”
10. Analyze retailer catchment areas

## Who Is This For?

Whether you represent one or one thousand retail establishments, restaurants, auto dealerships, or any other company that executes localized business planning and marketing, Anthem Market Profiler will supply you with the rich market-specific details you need to make intelligent, informed decisions.

## Suggested Applications

### ***Discover demographic and consumer expenditure information***

about the residents within 1, 3 and 5 miles of each retail location.

### ***Compare demographic and consumer expenditure information***

for a number of locations and benchmark them against those that perform best.



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## Key Profile Categories

Population	Population Estimates
By Gender	Population Density
By Age	Estimated Yearly Growth Rate
By Race	Unemployment
By Household Size	Median Income
By Marital Status	Housing Value
By Income	Area Size
By Education	Latitude & Longitude
By Working Age	
By Industry	
By Profession	



*\*Delivered together in .pdf and .csv format*

## AGENCY PARTNER PROGRAM



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

Quickly & Effectively benchmark your top performing markets against all other markets

**Get Results Now!**

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](mailto: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.