



**ARE YOU AN
ENTREPRENEUR WITH AN
ESTABLISHED BUSINESS
OR ARE YOU LOOKING TO
LAUNCH A NEW
BUSINESS?**

*CHECK OUT THE SIZE-UP TOOL
TO PROVIDE YOU WITH EXPERT
REGIONAL ANALYSIS ON
ADVERTISING STRATEGIES,
DEMOGRAPHICS DATA AND
BUSINESS AND INDUSTRY
INFORMATION.*



**NEED HELP
GAINING A
COMPETITIVE
EDGE?**

**SIZE UP YOUR
COMPETITION *in order
to make the right
decisions.***

- How do I compare?
- Where are my customers?
- How is My Business Performing?



Presenting Sponsor

Discover Competitors, Suppliers & Customers.

- Compare your business to your competitors:
 - Find out how you Size-Up vs your competition in *revenue, profitability, and salaries*
- Optimize your advertising through data and find the best places to target for your next advertising campaign.

Support Your Executives And Managers In Strategic Decision Making To Benefit Your Organization.

- Gain competitive intelligence
- Optimize your strategy by better understanding your market
- Increase customer satisfaction
- Improve your strategy by understanding your competitors

Identify Target Markets Using Hundreds of Demographic Variables.

- Find segments such as age, gender, education, income and occupation
- Identify the skilled labor force that you need to grow your organization
- Identify a target address and assess the surrounding area
- You define your market area by:
 - Address
 - Mapping
 - City, County or Metro Area