

TAPESTRY™

BUSINESS
DECISION

Business patrons need to segment the market to reach new customers



www.businessdecision.info

(888) 606-7600

What can Community™ Tapestry™ do for your business patron?

- Define market penetration
- Compare local markets to their national counterparts
- Identify opportunities
- Discover untapped potential
- Evaluate current and potential sites
- Use customer preferences in developing new products and services
- Expand sales territories
- Target media campaigns including direct mail and advertising

What is Tapestry?

Tapestry from ESRI Business Information Solutions is a powerful market segmentation system that provides an accurate, detailed description of America's neighborhoods. The U.S. residential consumer marketplace is divided into 65 segments based on demographic variables. For added versatility, Tapestry summarizes the segments by 11 urbanization groups (geographic and physical features and income) and by 12 LifeMode groups (lifestyle and life-stage).

Who should use Tapestry?

Businesses of all types and sizes must identify the best markets for their specific business, supply them with preferred products and services, communicate with them through tailored marketing and sales messages, and reach them through preferred media channels. These applications require a robust segmentation solution that can accurately profile diverse markets. Tapestry is that solution, and more.

BusinessDecision, with the predictive power of Tapestry, will make your library the number one resource for local business.

BusinessDecision enables your business patrons to perform the same sophisticated consumer market analysis that is used by America's top companies. BusinessDecision is a database and mapping web service offered to small and medium size business patrons to help grow their enterprise. BusinessDecision combines extensive business, demographic, and consumer household data with geographic information systems.

Community Tapestry is a trademark of ESRI, registered in the United States.

CIVICTechnologies, Inc.

The leader in geographic information systems for public libraries.

www.civicttechnologies.com