

Geo-Targeting using Client-Supplied Custom Geographies

Identify areas of coverage or holes in coverage against target dealer locations and rainfall density maps

Client supplied a rainfall density map and dealer locations used to identify potential customers for a specific agriculture product. The map was integrated into AdWest's GIS database where it was re-created and layered against applicable newspaper coverage areas which allowed areas of circulation duplication or distribution holes to become clearly visible.

The map is also supported with tabular data detailing farm counts, farm type and crop production where coverage areas overlapped each other as well as the target region.

Figure 1

Agency supplied target geography. Key installations represented as blue dots with red shaded areas representing primary campaign focus.

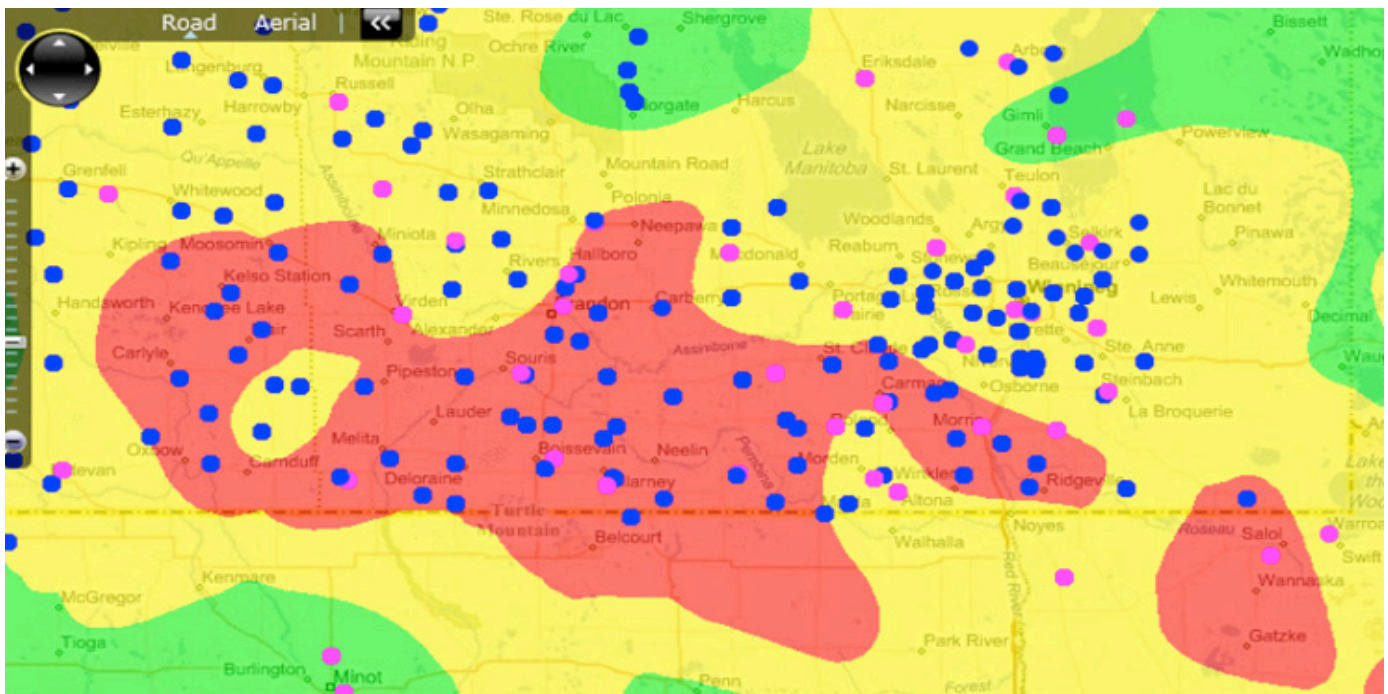


Figure 2

GIS is used to isolate target concentration against relevant publications. Identifying areas of duplication or potential holes in reach.

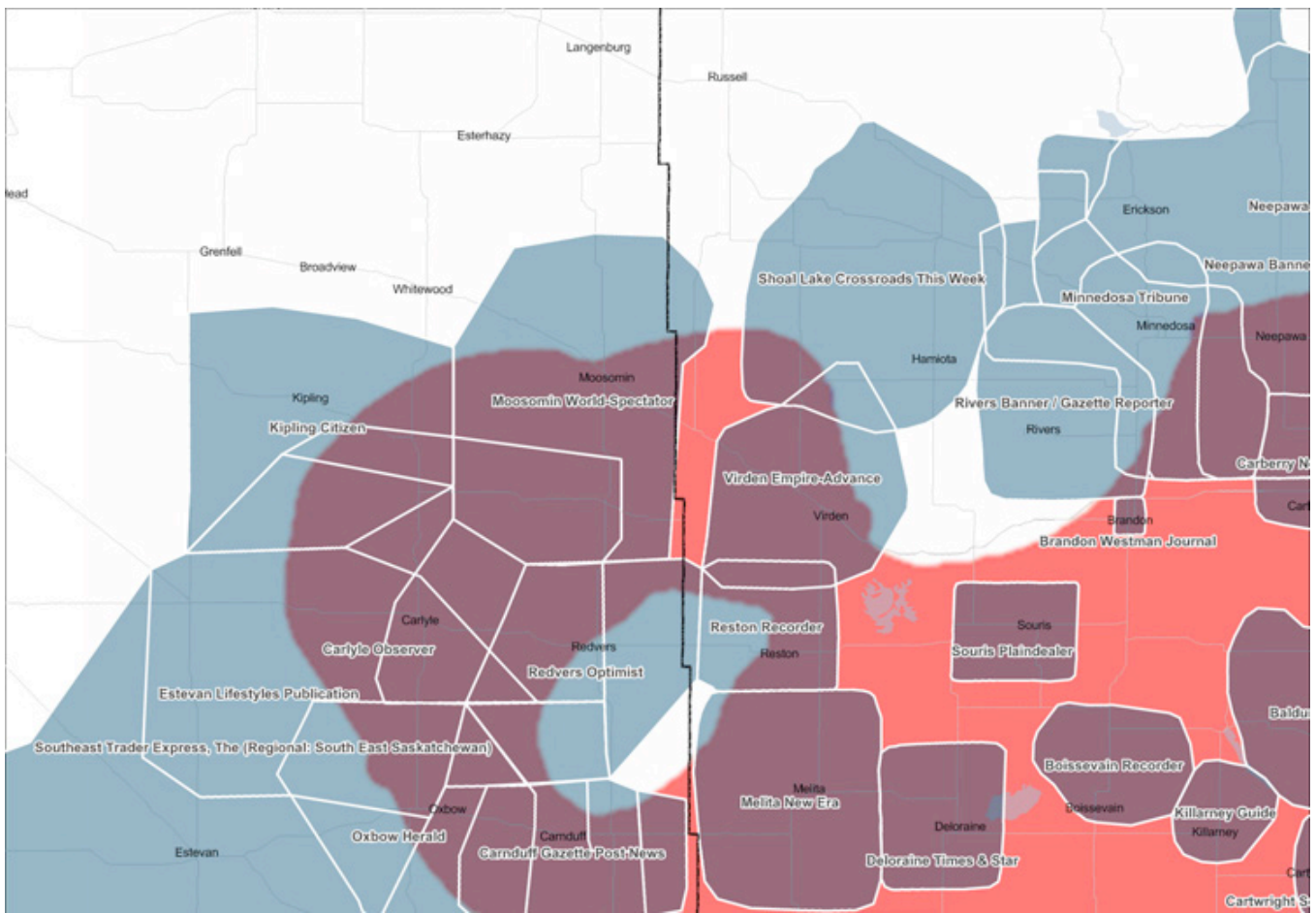
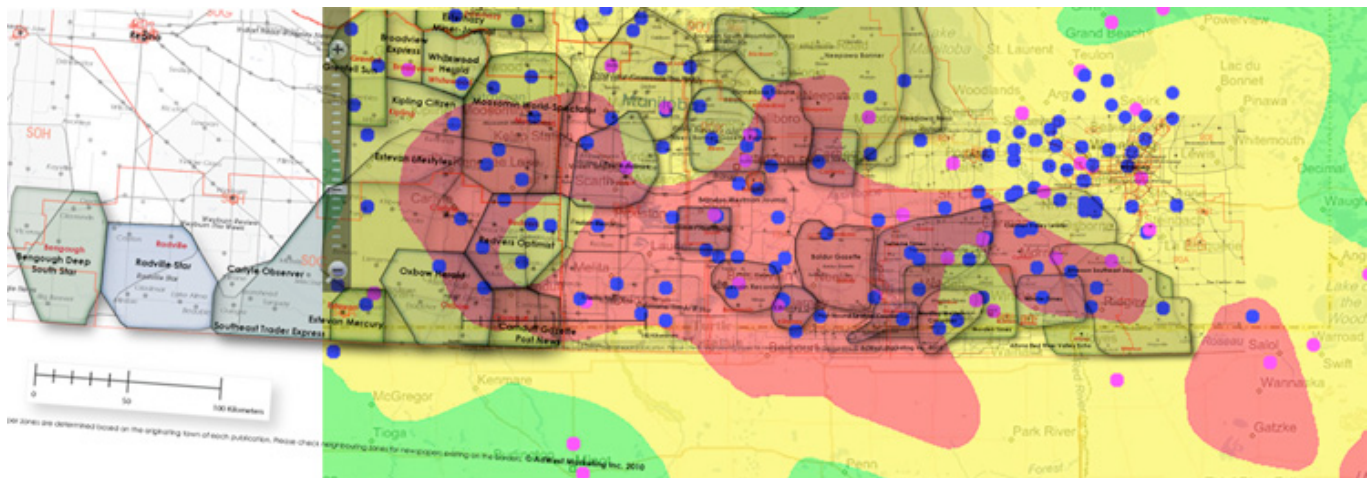


Figure 3

Direct overlay of target geography including installations against audited zone coverage maps to be used for client presentation.



For more information, or for help with your own project, please contact AdWest at info@adwest.ca