

MarketBASE WorldVIEW



“Marketplace Driven Business Solutions”

- Business decisions based upon market realities
- Acquisition, higher ROI based upon marketplace insight
- Marketplace definition, potential, positioning based upon market share, market movement analysis

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Market intelligence is neglected business intelligence....

Current facts about the current use of market intelligence:

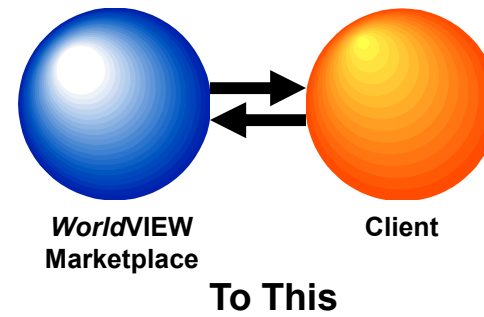
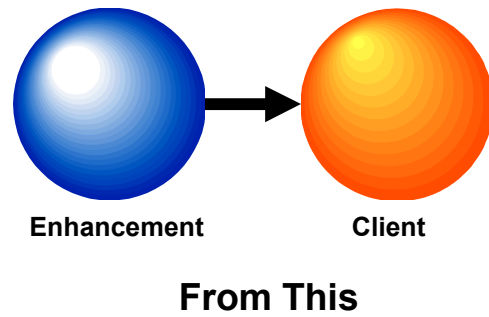
- **Who are our customers?:** 30% (of businesses) cannot define their marketplace in terms of types of industries, businesses, consumer / SOHO customers served
- **Is our marketplace changing?:** 70% cannot define their marketplace now and how it has evolved from last year, five years ago
- **Are we over-saturating our customers?:** Over half cannot define their marketplace footprint in terms of market penetration, saturation
- **When do we need to evolve to survive?:** 60% do not know how their marketplace is changing, what their marketplace is evolving from and to, when changes in services or marketplace are needed
- **How do we need to change to survive?:** 60% do not know how their products and services need to change to assure maximum marketability
- **What do we need to market in the future?:** Current products / services may only partly suffice in the future. How do we plan the marketplace and services for the future

Extensive time, resources are applied to positioning products and services, sales, increased ROI, reduced customer churn, etc., while “big picture” marketplace intelligence receives too little attention.

What we do:

- Apply the *WorldVIEW* platform to one or more of the following types of marketplace business objectives:
 - Improve customer acquisition and associated ROI
 - Improve sales / marketing positioning based upon “market realities”
 - Help assess market performance and market share
 - Track and manage market performance using monthly / quarterly analysis
- Improve business market positioning using *WorldVIEW* “over and above” that of traditional “internal data driven” mining and modeling activities.
- Develop custom market performance models and tracking systems that can be employed on a monthly or quarterly basis
- Help transform any on-going investment in enhancement information into actionable on-going programs to increase market performance

Why *MarketBASE WorldVIEW*?

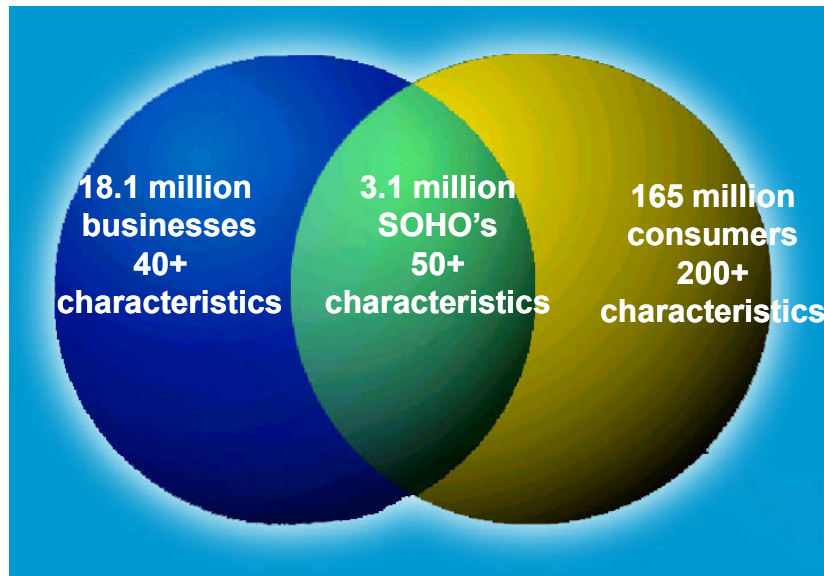


MarketBASE WorldVIEW:

- Is secondarily a source of enhancement data; is primarily the “marketplace” – the size, scope, characteristics, and thus sales potential of businesses
- Can help define the market position, market share, market growth potential of most products, services, businesses, or industries
- Helps any competitive business see where and who the market (s) are, how it is changing, and how it compares over time and when, where changes need to be made
- Guides market and sales planning by reporting and monitoring market position and its' change monthly or quarterly

What is *MarketBASE WorldVIEW*?

- Basis is several “super-enhanced” databases of database compilers and the primary research, modeling, and analysis capabilities of twelve major data compilers, Market Models and Fusion Analytics LLC
- It provides market insight into three marketing universes: business to business (b2b), business to consumer (b2c), and the rapidly growing business to small office – home office (SOHO) marketplace
- Enhancement, research, and modeling activities are combined to develop segmented marketplace definitions for any competitive business or industry.
- These definition (s) are further enhanced to provide insight into improving customer acquisition, marketing and sales positioning, and market share management and planning

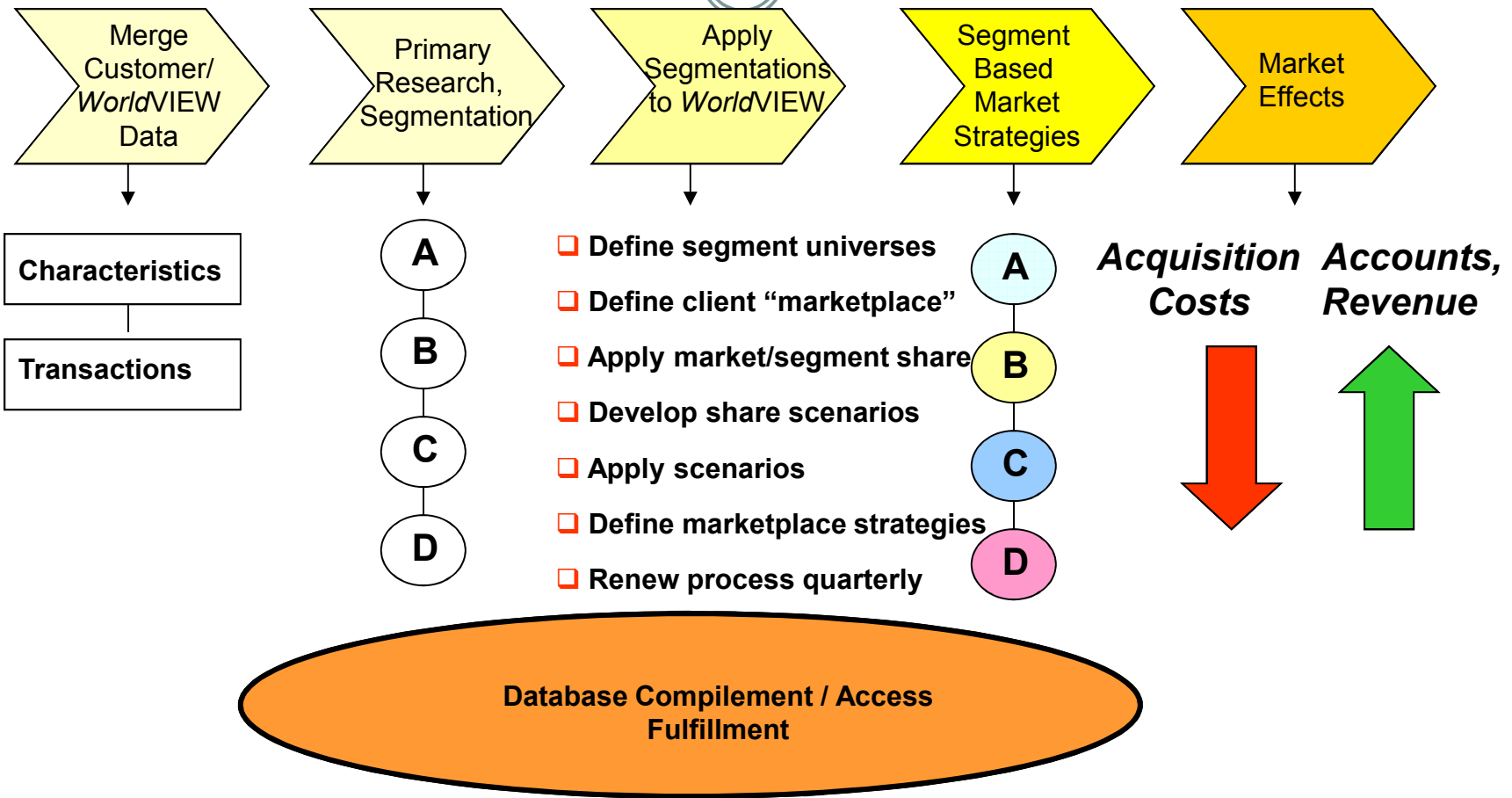


The types of questions that *WorldVIEW* can answer:

- How do we define our existing and potential marketplace in terms of accounts, services, and revenue?
- What market and revenue penetration have we achieved with our primary and secondary customer segments?
- What changes in market positioning has the potential to most increase accounts and revenue?
- What products or services produce or will produce the greatest increases in recurring and lifetime revenue?
- As our customer segments change over time, what is the market share and revenue implications of those changes?
- How do we define our customers in relation to that of our total industry?
- Which increases in customer acquisitions has the greatest positive effect on market share?

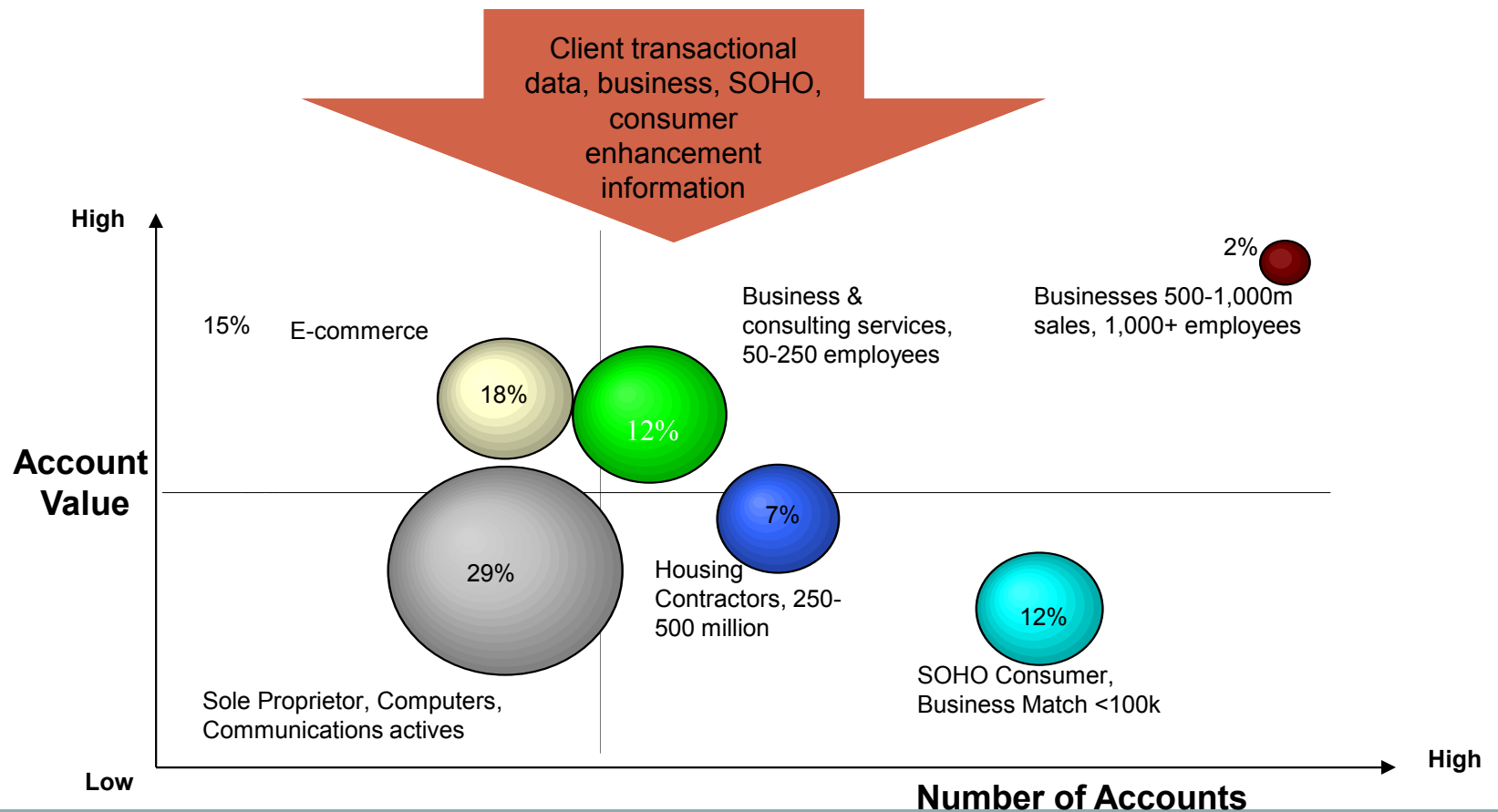
MBWV: define size, revenue, potential of your marketplace

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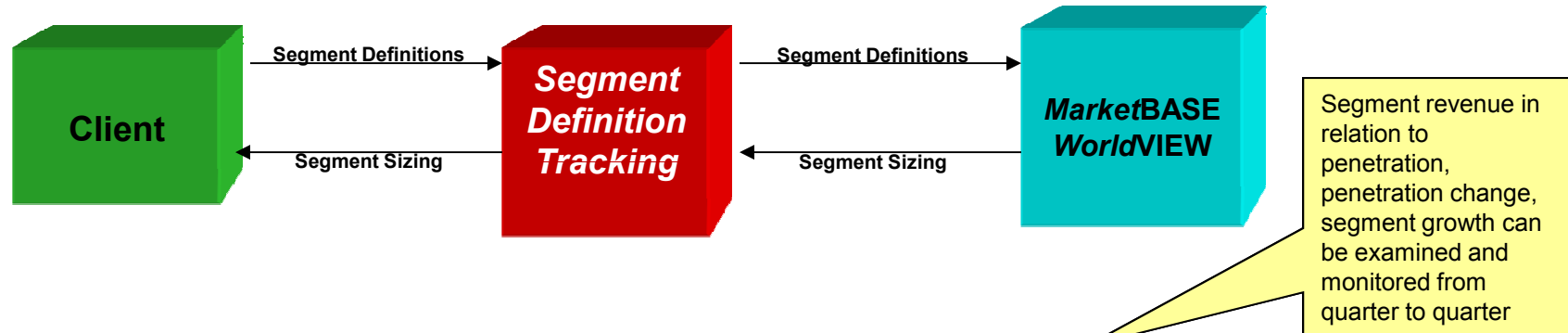
MBWV Customer segmentation

- A guiding research step involves creating the “customer landscape” using segmentation based upon revenue and tenure, cancellation likelihood, attitudes, behaviors from analysis and/or research
- Hypothetical distribution of customer segments illustrates each segments revenue value, potential for new or existing product upgrades, risk of churn, product preferences
- Renewal and acquisition strategies and marketing and communications tactics can be improved by understanding customer segment needs



MBWV: Sizing the marketplace

- For one to one customer to universe definition: uses the same national databases used to provide all business - SOHO - consumer enhancements - creates comparable internal to marketplace comparisons.
- Provides market penetration, assessment, sizing basis of further testing / addition of new customer acquisition strategies.
- As new segments are identified can be tracked internally and in comparison to changing national size, composition, communication characteristics – can be directly linked to fulfillment.

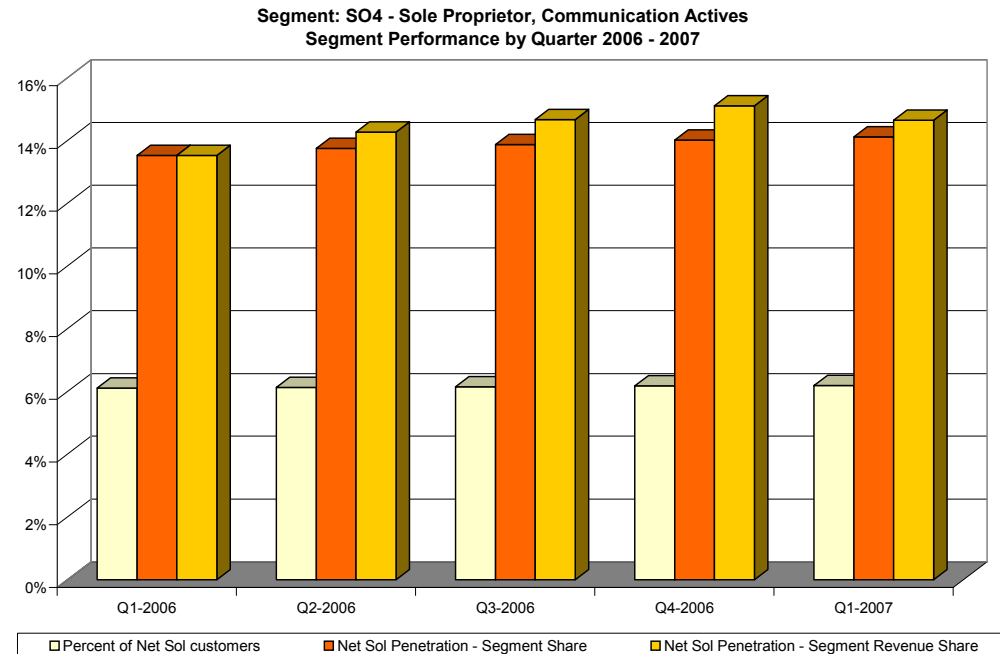


Segment designation: example, businesses, telecommunications, employee size 50-75, sales 500-750k

Segment Designation	Client Revenue %	Current Client Customers	Current Total Universe	Current Penetration %	Penetration Change 3 Months	Universe Growth 3 months
Segment B13	3.15%	88,631	566,816	15.64%	6.15%	1.15%
Segment B9	6.61%	188,754	926,823	20.37%	2.61%	0.61%
Segment B3	1.87%	120,268	1,288,276	9.34%	2.44%	3.44%
Segment B8	8.01%	147,096	748,035	19.66%	-3.01%	-0.01%
Segment C7	2.43%	126,393	2,472,928	5.11%	0.43%	0.43%
Segment C9	4.12%	432,429	3,872,136	11.17%	-2.12%	-0.12%

MBWV: Tracking market share by customer segment

- Monthly enhancement of client customer records permits the *WorldVIEW* tracking of important client segments
- This tracking and monitoring of all segments reports on-going marketplace intelligence regarding penetration, segment share, etc.
- As performance increases or declines, altered communications, messages, can be tested to improve renewal and / or acquisition
- This level of “in-motion” analysis would be applied to each segment individually and as an aggregate picture of the changing client marketplace



Segment Definition	Quarter-Year				
SO4 - Sole Proprietor, Computers, Communication Actives	Q1-2012	Q2-2012	Q3-2012	Q4-2012	Q1-2013
Percent of client customers	6.11%	6.13%	6.15%	6.18%	6.19%
Number of client customers	227,700	231,671	233,685	236,113	238,017
WorldVIEW Universe Segment Size	1,683,959	1,684,113	1,684,774	1,685,116	1,685,903
Client Penetration - Segment Share	13.52%	13.76%	13.87%	14.01%	14.12%
Client Yearly Revenue - Segment Share (Projected)	\$12,553,101	\$12,772,022	\$12,883,054	\$13,016,910	\$13,121,877
WorldVIEW Universe Yearly Revenue Potential (Projected)	\$92,836,660	\$89,476,924	\$87,827,269	\$86,159,981	\$89,572,026
Client Penetration - Segment Revenue Share	13.52%	14.27%	14.67%	15.11%	14.65%

Benefits of the *MarketBASE WorldVIEW* program

- Logically builds on the existing enhancement programs (same suppliers of enhancement data) thus assuring that subsequent marketplace, segment definitions, and market share tracking is using the same processes and data sources
- Since the definition of the clients' marketplace becomes a reality, it permits the active management of that marketplace
- Since the *WorldVIEW* defined client marketplace changes over time, management possesses a dynamic changing picture of sales and revenue performance as well as market potential
- Since the client / *WorldVIEW* marketplace is made up of segments “mirrored” in terms of *WorldVIEW* universe counts, tweaking segment performance can be tracked in terms of effect on total market performance and potential
- Provides a starting point for assessing market share and as a result provides a decision making advantage over competing businesses
- The future of client business performance becomes based upon marketplace information: ever more important in many increasingly competitive industries