



# POWERING SMARTER DECISIONS

ONLINE ANALYTICS PLATFORM | SMART DATA | ACTIONABLE INSIGHTS



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# WHAT IS POLARIS?

Knowledge is power — Polaris Intelligence helps deliver the market insights your team needs to answer your most important questions.

Polaris is an online research solution that connects your business with strategic consumer data, spatial and analytical intelligence.

Our dynamic reporting tools let you dive deep, slicing and dicing market reports and consumer data and turning those insights into action with a better understanding of your customers, market conditions, competitive activities and promotional trends. From in-depth demographics and lifestyle reports to consumer behaviour and product usage data, Polaris empowers you to tap into the key insights and competitive intelligence that help your business grow and prosper.



Attribute	Canacode Lifestyle Clusters - Canacode Lifestyle Major Groups Report					
	Benchmark Toronto (CMA/CA, ON)		Purchase Pet Supplies			
	Value	Percent	Value	Percent	Count: dwellings_total	Index
A: AFFLUENTS	196,147	8.77%	4,952	17.30%	197	
B: ELITE PROFESSIONALS	232,858	10.41%	4,594	16.05%	154	
C: ETHNIC CRUISERS	303,214	13.55%	2,458	8.69%	64	
D: NEST BUILDERS	140,936	6.30%	9,251	32.33%	513	
E: BUY ME A NEW HOME	419,274	18.74%	3,468	12.11%	65	
F: EMPTY NESTERS	77,161	3.22%	1,679	5.87%	182	
G: UP THE LADDER	215,767	9.65%	1,059	3.45%	36	

This Lifestyle Report shows consumer spending on pet supplies in a given trade area, then compares it to average pet supplies spending in Toronto as a whole. Similar reports are available for beverage, food, travel, finance, media consumption, telecom and much more.



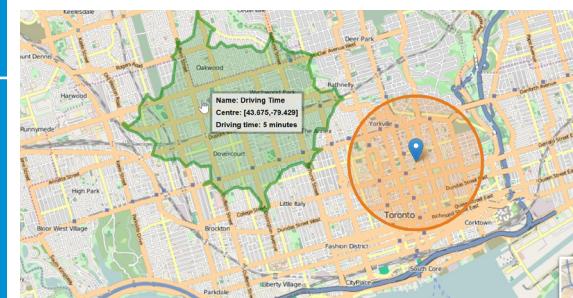
## Customer Profiling

Gain competitive insights into who your customers are, where they live, as well as their lifestyle, shopping patterns and media consumption.

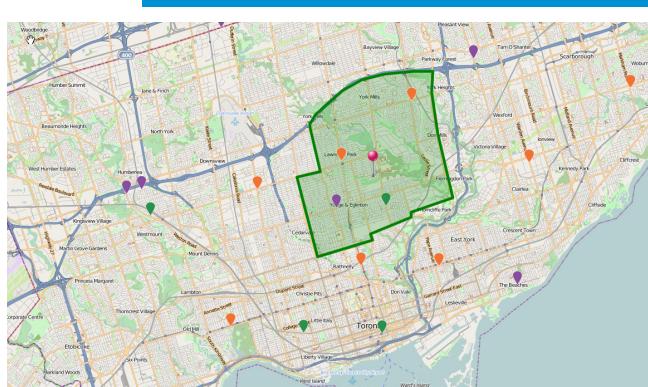


## Trade Area Analysis

Get to know the neighbourhood with demographics and consumer behaviour data on your target locations. Flexible reporting allows you to designate areas by drive time, radius, postal code and city, or draw your own mapping boundaries with custom circles or polygons.



Uncover consumer patterns within a given drive time or geographic radius of your target location.



This POI map identifies competitors both inside and outside a custom polygon trade area selected by the client.



## Points of Interest (POI) Analysis

Our analytics equip you with a competitive advantage as you discover market insights your rivals miss. Evaluate the size, distance and drive time of nearby competitors before you open a new location.

# THINK YOU REALLY KNOW YOUR CUSTOMERS?

Polaris data insights help you learn your market's demographics, spending patterns and media habits, giving you a complete picture of who they are, what they buy and what's really important to them so you can build stronger connections.



## Single Male in Management in Vancouver



## Married Seniors in Halifax



## Married with Children in Toronto

<b>Age</b>	35-49	65-79	35-49
<b>Average Household Income</b>	\$ 110,245	\$ 100,983	\$ 124,982
<b>Average Home Value</b>	\$ 1,505,889	\$ 336,406	\$ 987,545
<b>Lifestyle Type</b>	"Elite Professionals"	"Empty Nesters"	"Buy Me a New Home"
<b>Vehicle</b>	Sports car and SUV	Sedan and pickup truck	Minivan and station wagon
<b>Active In</b>	Health clubs, snowboarding	Whale watching, walking	Jogging and yoga
<b>Spend Money On</b>	Cross-border shopping	Garden supplies, hair salons	Groceries and online shopping
<b>Favourite Coffee Shop</b>	Starbucks	Tim Hortons	Tim Hortons
<b>Favourite Social Network*</b>	LinkedIn	Pinterest	Instagram
<b>Psychographics/ Health Concerns</b>	Nutrition content of food	Buy local produce/products	Weight conscious
<b>Invest With</b>	Full service investment broker	Bank	Financial planner

\*Other than Facebook

Data Sources: The above data is sourced in our Lifestyle Report, Demographic Report, Consumer Behaviour and Product Usage Reports.



## Targeting Top Prospects

Maximize your marketing ROI by targeting top prospects. Polaris' sophisticated algorithms combine multiple variables and create a target score for each prospect so that you can focus your marketing efforts on the populations with the highest potential.

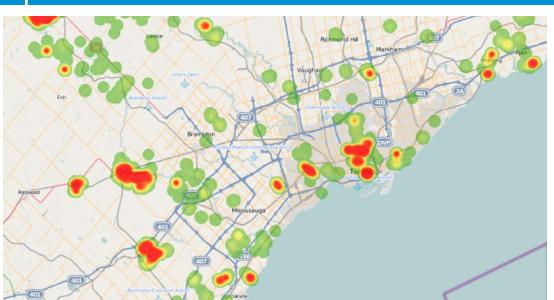


This distribution of segments illustrates three distinct customer segments, allowing you to compare variables and identify outliers.



## Data Mining

Analyze your data and identify trends and segmentation. Integrate marketplace data with your own data to find key characteristics of your best customers.

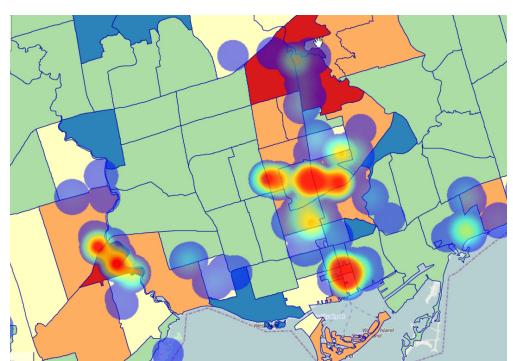


This heat map identifies the top 10% of prospects that spend heavily on pet supplies. Similar reports are available for beverage, food, travel, finance and more.



## Mapping

Immediately pinpoint where to find your ideal customers with colorful heat maps and thematic maps. Gain spatial insight into customer patterns, demographic profiles and business locations.



Thematic map of income overlaid with a customer heat map.



## SMART MARKETING POWERED BY POLARIS

### Gain data insights on your customers

 Geo-demographics

 Financial investments

 Product usage

 Consumer lifestyle

 Media consumption habits

 Shopping patterns

 Household spending

 Internet and mobile usage

 Ethnicities and languages

 And more..

### We also specialize in custom reports

 Customer acquisition and retention

 Sales forecasts

 Risk management

 Up-selling, cross-selling and bundling

 Customer segmentation

 Fraud detection

Our databases: Polaris Intelligence data is sourced from Statistics Canada, Citizenship and Immigration Canada, Health Canada, Canada Post Corporation, Numeris and our proprietary databases.

Contact us for a demo or trial of our intelligent analytics platform.