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.

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.

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.

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

<table>
<thead>
<tr>
<th>Single Male in Management in Vancouver</th>
<th>Married Seniors in Halifax</th>
<th>Married with Children in Toronto</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>35-49</td>
<td>65-79</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>$ 110,245</td>
<td>$ 100,983</td>
</tr>
<tr>
<td>Average Home Value</td>
<td>$ 1,505,889</td>
<td>$ 336,406</td>
</tr>
<tr>
<td>Lifestyle Type</td>
<td>“Elite Professionals”</td>
<td>“Empty Nesters”</td>
</tr>
<tr>
<td>Vehicle</td>
<td>Sports car and SUV</td>
<td>Sedan and pickup truck</td>
</tr>
<tr>
<td>Active In</td>
<td>Health clubs, snowboarding</td>
<td>Whale watching, walking</td>
</tr>
<tr>
<td>Spend Money On</td>
<td>Cross-border shopping</td>
<td>Garden supplies, hair salons</td>
</tr>
<tr>
<td>Favourite Coffee Shop</td>
<td>Starbucks</td>
<td>Tim Hortons</td>
</tr>
<tr>
<td>Favourite Social Network*</td>
<td>Linkedin</td>
<td>Pinterest</td>
</tr>
<tr>
<td>Psychographics/ Health Concerns</td>
<td>Nutrition content of food</td>
<td>Buy local produce/products</td>
</tr>
<tr>
<td>Invest With</td>
<td>Full service investment broker</td>
<td>Bank</td>
</tr>
</tbody>
</table>

*Other than Facebook

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

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.

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.

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.

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

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.

Thematic map of income overlaid with a customer heat map.
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.