



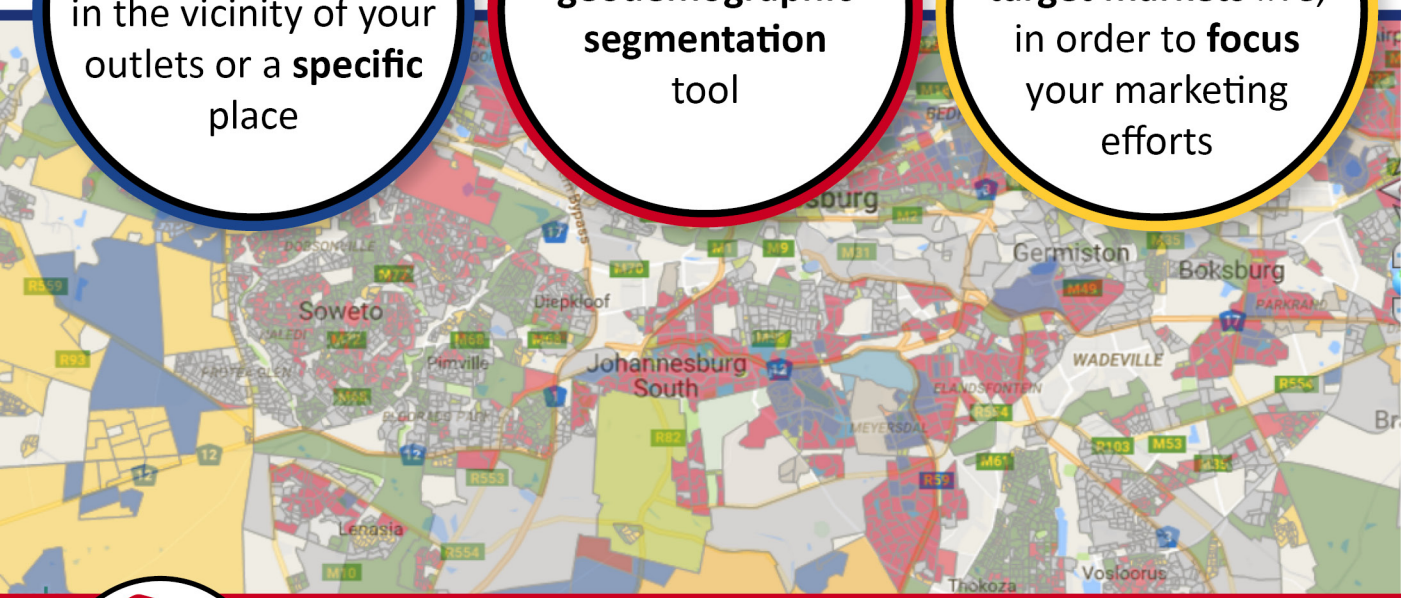
Kaleidoscope

Kaleidoscope, a tool to enable you to profile your customers and find more potential customers

Understand the **type of people** living in the vicinity of your outlets or a **specific place**

A **geodemographic segmentation tool**

Identify where people of your **target markets** live, in order to **focus** your marketing efforts



Kaleidoscope gives you a deeper insight into the **“Type of people”** through the following:

Income class and total **household income**

How many **adults and kids** per household, their **age** and **education** level

Race and **language**

Our **segmentation categories**

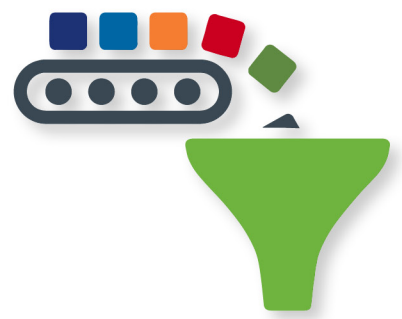
How many **cars** per household

Property type
(Sectional Scheme, Free Hold or Estate)

Property age and **property value**

Businesses in the area
Retail centres

and several more...



BENEFITS

- **Greater Granularity**
available down to an Enumerator Area level
- **Different Datasets**
gives more insight into market segments
- **Can be hosted on our geospatial platform, with a query builder**
correctly identify areas with characteristics that are specifically relevant
- **Can be combined with other spatial datasets**
of other types, e.g. your own customer or outlet locations, to broaden the information derived
- **Easy and creative differentiation of market segments**
simple system that takes market segmentation to a whole new level

How to get Kaleidoscope?

Email info@lightstoneexplore.co.za
and we will be in contact with you.



lightstone.sa



@lightstonetweet



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www.lightstoneexplore.co.za

