Powering Smarter Decisions

ONLINE ANALYTICS PLATFORM | SMART DATA | ACTIONABLE INSIGHTS

Polaris
Market Analytics + Intelligence

WHAT IS
POLARIS?

Knowledge is power — Polaris Intelligence helps deliver the market insights your team needs to answer your most important questions.
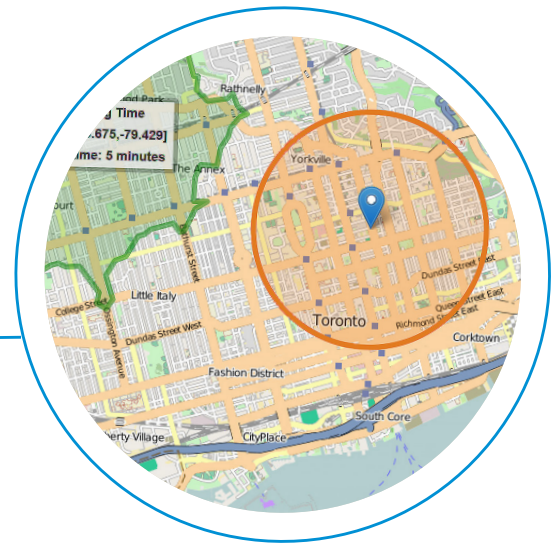
Polaris is an online research solution that connects your business with strategic consumer data, spatial and analytical intelligence.

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 that help your business grow and prosper.

TRADE AREA ANALYSIS

Get to know the neighbourhood with demographic 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 shapes.

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.

POINT OF INTEREST (POI) ANALYSIS

The POI module equips you with a competetive advantage to discover market insights your rivals miss. Evaluate the size, distance, and drive time of nearby competitors before you open a new location.

CUSTOMER PROFILING

Gain competitive insights into who your customers are, where they live, as well as their lifestyle, shopping patterns, and media consumption.
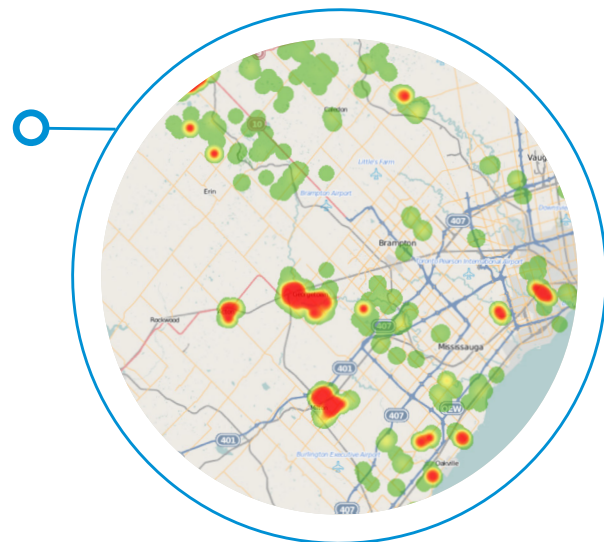
ATTRIBUTES	BENCHMARK TORONTO		PURCHASE PET SUPPLIES TRADE AREA	
	Value	Percentage	Percentage	Index
A: Affluents	196, 147	8.77%	17.30%	197
B: Elite Professionals	232, 858	10.14%	16.05%	154
C: Ethnic Cruisers	303, 214	13.55%	8.69%	64
D: Nest Builders	140, 214	6.30%	32.33%	513
E: Buy Me A New House	419, 274	18.74%	12.11%	65
F: Empty Nesters	72, 191	3.23%	5.87%	182
G: Up The Ladder	215, 787	9.65%	3.49%	36
H: High Trades	121, 496	5.43%	1.28%	24

This Lifestyle Report shows consumer spending on pet supplies in a given trade area, then compares it to average pet supply spending in Toronto, as a benchmark. Reports can be run with custom benchmarks for beverage, food, travel, media consumption, telecom, and almost any variable you can imagine.

HEAT MAP

The heat map reveals the geographic concentration of customers and helps define the store's primary trade area. Combining this with other profile reports allows you to engage different customer segments more effectively.
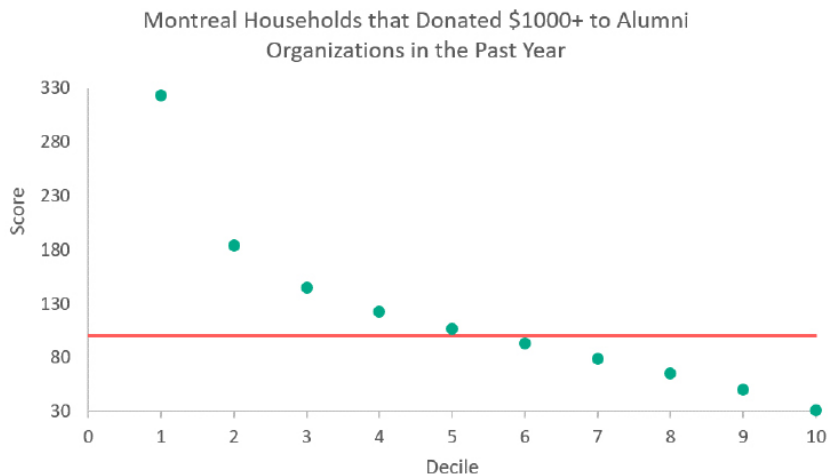

This heat map identifies the top 10% of prospects that spend heavily on pet supplies. Similar reports are available for beverage, food, travel, finance, and more.

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 your best potential customers.
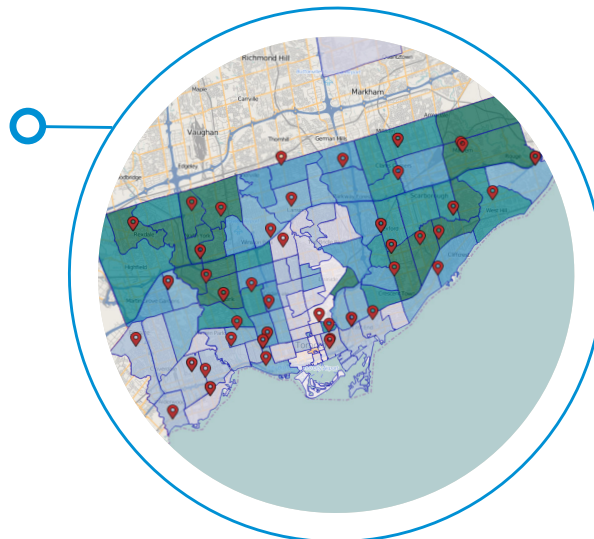

Montreal Households that Donated $1000+ to Alumni Organizations in the Past Year

The lift chart instantly shows the performance of the targeting module.

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.

Allocate resources and inform marketing across business locations according to which neighbourhoods have your most ideal customers, your highest sales, or any other metric for you to visualize at the DA, FSA, CD, CT, or your custom .SHP geographies.
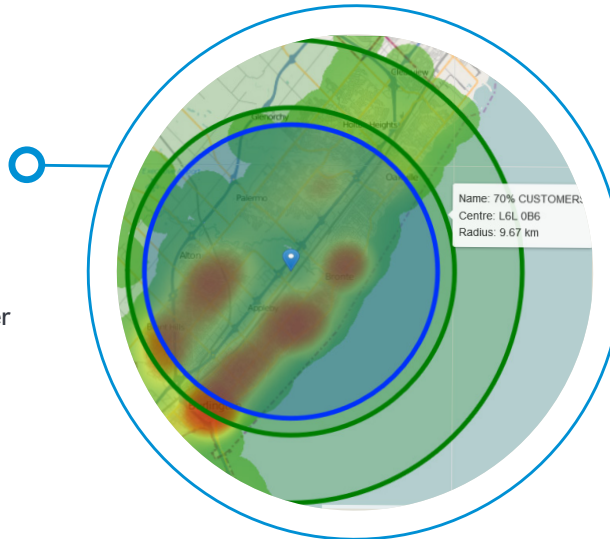
ANALYTICAL MODELS

The Module of Analytical Models is an implementation of models Manifold uses in custom projects for trade area and customer insight analysis. Currently it has five components: **Gravity Model, Feature Selection, Weather Analysis, Trend Analysis** and **Customer Allocation**.

GRAVITY MODEL

The Gravity Model identifies primary, secondary, and tertiary trade areas of a store or a list of stores, based on a customer list and shortest distance to the stores.

Name: 70% CUSTOMERS
Centre: L6L 0B6
Radius: 9.67 km

Map of the 30%, 40%, and 50% sales trade areas created around a store. The trade areas are overlaid with the store's customer heatmap used by Gravity Model to inform the trade area size.

VARIABLES	INDEX
Pet/Pet Supply Shopping: Big box/ warehouses stores (e.g. Costco): Regularly	131
Having Dogs	126
Pet/Pet Supply Shopping: Global Pet Foods: Regularly	126
Pet/Pet Supply Shopped Past Year: Global Pet Foods	122
Pet/Pet Supply Shopping: Veterinarian office (any): Regularly	122
Pet/Pet Supply Shopped Past Year: Other Pet/Pet Supply Stores	122

FEATURE SELECTION

Feature Selection is a model for finding the most distinct characteristics of customers or trade areas. For example, the index or value of variables in all demographic, household spending and consumer behavior reports can be ordered so that high indexed variables can be easily identified.
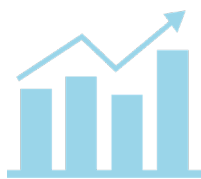
WEATHER ANALYSIS

Weather Analysis displays historical, present and forecasted weather data for a trade area. Use weather patterns to better understand if the weather contributed to the performance of your maketing campaigns and sales.
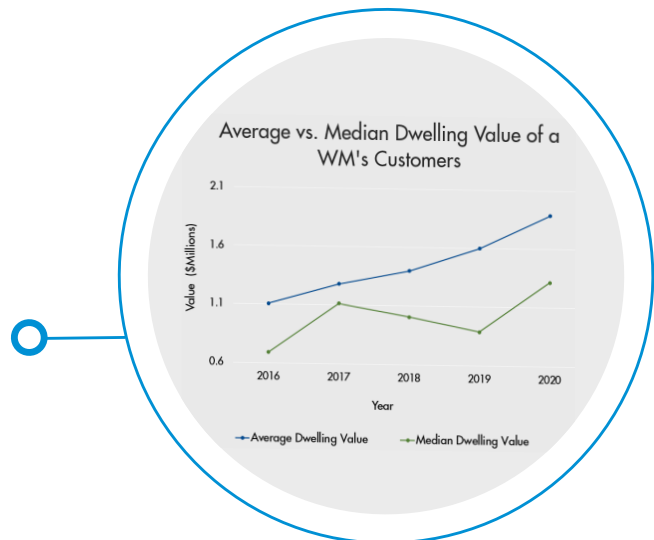
YEAR: 2021	FIRST DAY 20° - MIN TEMPERATURE		FIRST DAY 20° - MAX TEMPERATURE	
	First Time	Second Time	First Time	Second Time
Date	11-28-2021	11-29-2021	5-13-2021	5-14-2021
Temperature (°F)	68	68.4	68.9	69.8
Temperature (°C)	20	20	21	21

This weather chart provides the dates and temperature for key weather events in a given year.
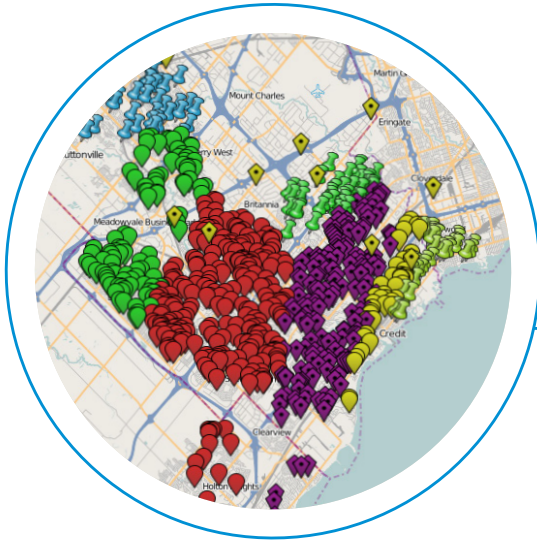
TREND ANALYSIS

Trend Analysis provides you with the ability to view historical data from 2016 to 2021 across our 23 demographic reports. This model aims to help you observe historical trends while enhancing your ability to predict future trends.

This line graph visualizes and compares the annual changes from 2016 to 2020 for average and median dwelling value for a Wealth Manager's customers.

The map above shows the allocation of a grocery chain's customers to a series of potential new locations and their nearest competitors based on closest distance.
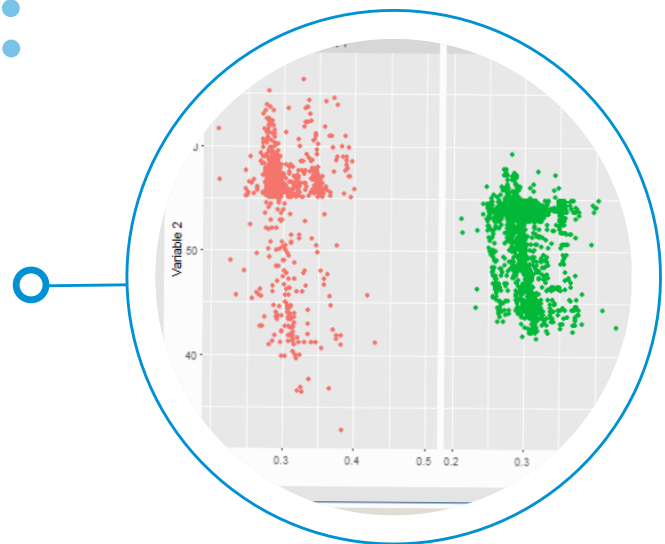
CUSTOMER ALLOCATION

Customer Allocation assigns a list of customers to stores, based on the assumption that consumers are most likely to shop at the closest store in geographic distance or shortest driving time. Often, the customer list originates from loyalty or marketing campaign programs. If we use all postal codes in a market as the input, (i.e. customer list) the output of Customer Allocation will define stores' trade area or delivery zones.
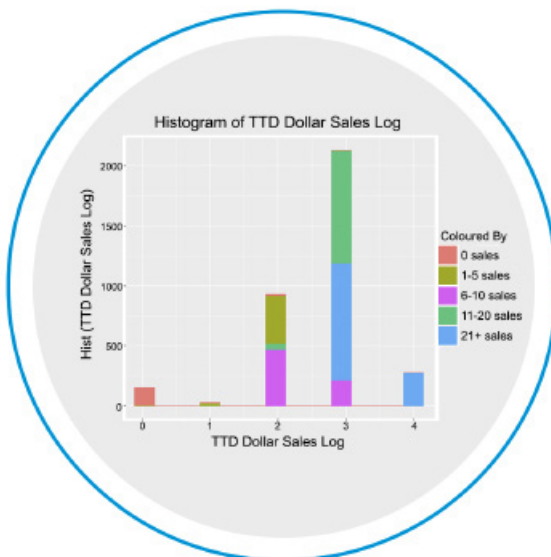
DATA MINING

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

This dot plot visualizes two distinct customer segments, allowing you to identify outliers and compare the segments on two metrics.

This histogram of a retail store's customers are grouped by clusters, underscoring that customers who purchase items moderately, are more similar to customers who purchase very frequently than customers who purchase somewhat frequently or never.

THINK YOU REALLY KNOW YOUR CUSTOMERS?

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

SMART MARKETING

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