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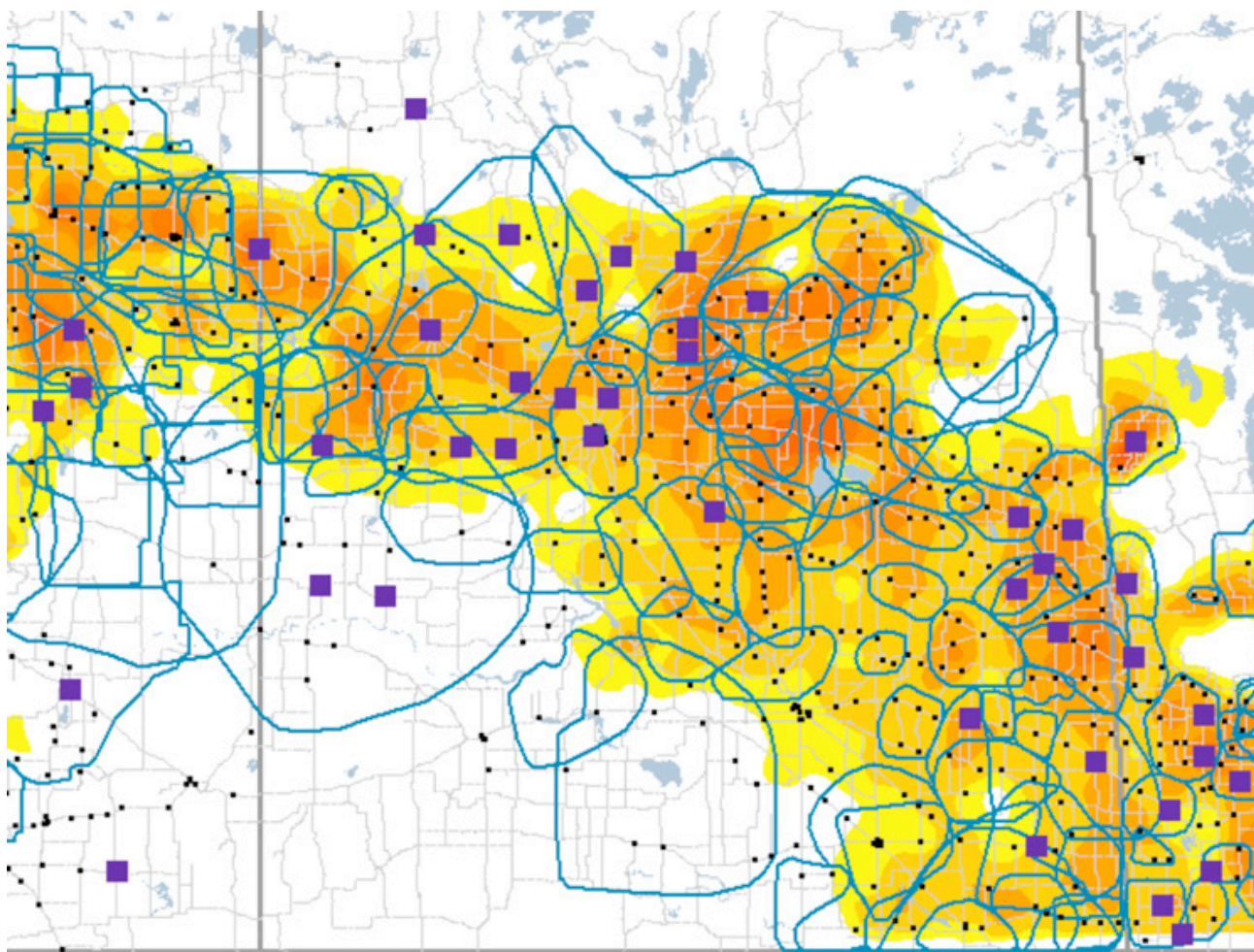
Geo-Targeting By Working with Customer Supplied Data

Layering five datasets from various sources against Newspaper Coverage Areas

In what is probably the most involved GIS project AdWest has done to date, 5 datasets from 4 different sources were layered together to provide a comprehensive collection of analytic data. Two years of customer data at the postal code level (represented as black dots on the map) were integrated with retailer locations (purple squares), density of canola production (shaded areas) and newspaper coverage areas (blue polygons)

With this map the process of newspaper selection could be as simple as picking out the random polygons that capture lots of dots, squares and dark colours.

Figure 1



For more information, or for help with your own project, please contact AdWest at info@adwest.ca