



MARKET LOCATION

Press Release

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MARKET LOCATION LAUNCHES INDUSTRY'S FIRST ONLINE B2B DATA ANALYSIS TOOL

Market Location today announces the launch of Horizon, the industry's first multi-level online b2b data analysis tool. With its new tool, Market Location challenges the existing convention of complex and expensive b2b data analytics solutions offered by other industry players. Instead, Market Location puts the power of b2b data analytics back into the hands of those that need it most – the marketer and sales professional.

Horizon helps organisations understand their market reach to inform business and marketing decisions. By accessing Horizon online, marketers can discover who their business customers are at any time that is convenient to them.

While in the past, this level of analysis involved heavy investment and the need for a highly qualified data analyst, Horizon is easy-to-use and specifically designed for marketing and sales staff. Strategic marketing personnel can now gain immediate access to customer data intelligence from within their department, utilising existing personnel and without the need for extensive training. The flexible monthly subscription of Horizon makes customer profiling much more accessible and cost-effective.

With Horizon, users can turn data into useable information. It enables companies to determine true business penetration levels by comparing their organisation's existing customer database to UK plc via Market Location's 2.3 million site-based b2b data universe. They also have instant access to customised graphs and charts of key

company data in the 'My Horizon' section, single and bi-variant penetration and profiling analyses, data audit reports as well as being able to download net records for future prospecting activities. All reports are exportable into PDF and Excel format, making communicating the findings to the Board and throughout the rest of the organisation much easier.

Nigel Bennett, sales director of Market Location, comments: "Data analysis in itself generates questions that need to be answered by individuals with the right business insight – not IT expertise. Marketers and sales professionals are best positioned to take ownership as they are predominately tasked with customer retention and acquisition. It is imperative they have access to data intelligence at the touch of a button to give clear direction to their activities.

"Many marketers still associate investment in CRM software and data analytics with spending huge amounts of money, only to end up with inflexible systems that are difficult to operate. This no longer holds true as Horizon delivers what many serious data warehousing installations have failed to do. Moreover, its flexible pricing structure gives marketers instant access to data intelligence depending on their budget and the level of detail needed."

Horizon has five different levels of access:

Sugar Loaf	General use (basic data view including data audit reports & ftp file upload & download)
Snowdon	Single variant analysis (and all the above)
Matterhorn	Bi-variant analysis (and all the above)
Kilimanjaro	Single and bi-variant analysis plus bespoke selection fields
Everest	Bespoke Horizon