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## Clario Analytics Announces Clario Zone, a Streamlined Census and Climate Data Solution

### Clario Geo-Demographic Solutions Help Marketers Apply the Latest Census and Climate Data

**Eden Prairie, MN, October 4, 2011**—Clario Analytics, a leading expert in cloud-based marketing analytics for multi-channel retailers, today announced Clario Zone, a new data solutions offering that helps marketers accelerate the use of proven census and climate data to get a fresh look at their customer base so that they can better penetrate current and future markets.

“Smart marketers recognize the power of gathering data from all possible sources as they analyze their best prospects and customers and geo-demographic data has a proven track record of delivering actionable insights,” said Matt Redlon, chief executive officer at Clario Analytics. “With Clario Zone, we’ve eliminated painstaking raw data processing and provided a rich set of attributes which can be deployed quickly and deliver better marketing results today.”

According to one of Clario’s multi-channel customers with retail, internet and direct mail channels, “We utilize the geographic census data in helping to predict which customers are most likely to purchase from us. The data provides key socio-economic data at the neighborhood level, which augments the customer data we already have in-house.”

### Clario Zone Geo-Demographic Solutions Lets Marketers Focus their Marketing Campaigns

There are three specific solutions that feature Clario Zone’s streamlined, deployable data files that help users make smarter, faster marketing decisions.

#### 2010 Census Data: Essential Demographics Organized for Action

- Includes data compiled from questions around gender, age and race, plus household type, size and ownership status that is organized in a turnkey .csv format for deployment ease. Data is available by zip code and block group.

#### American Community Survey (ACS): Deeper Geo-Demographic Insights

- Long-form survey data collected over time by the Census Bureau tracks key socio-economic information such as income, education, housing, employment, mobility and more. Data, compiled from 2005-2009, is available by block group (available now) and zip code (early in 2013).

#### Climate Data: Helping Climate-Sensitive Offerings Connect and Capitalize

- Features 30-year (1980-2010) “climate normals” from the National Oceanic and Atmospheric Administration (NOAA), tracks monthly and annual temperature averages, and precipitation. Data is available by zip code.

### **How Marketers Leverage Geo-Demographic Information:**

- Augment predictive models with geo-demographic data, to predict response or sales from marketing campaigns to prospects, non-buyers, one-time buyers and lapsed buyers
- Define strategic market and growth strategies, by using the geo-demographic data to understand market penetration and market potential
- Supplement household-level demographic data with geo-demographic data
- Develop descriptive profiles of customers, and compare these to profiles of potential new lists to select meaningful prospects

### **Clario Zone Webinar Helps Marketers Target Customers Using Latest Census Data**

Clario is hosting a webinar about how marketing organizations can better target customers using the latest census data to engage customers and expand their customer base. The webinar will be held on October 25, 2011 from 2:00 – 3:00 PM CT. Register at [www.clarioanalytics.com](http://www.clarioanalytics.com).

### **About Clario Analytics**

Clario Analytics develops and markets analytic marketing solutions via a cloud-powered, Software-as-a-Service deployment model. Clario brings unique insight into customer behavior through sophisticated analytics and world-class expertise. Clario Core transforms raw customer data into actionable, customer-level intelligence, allowing marketers to create more personalized programs and profitable results. Clario Stream is a powerful contact optimization engine that helps increase both marketing efficiency and effectiveness, while improving customer interactions. For more information visit our website at [www.clarioanalytics.com](http://www.clarioanalytics.com) or call 952-653-0980 or 866-849-3341.

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