

BancTrac Market Analyzer

MARKET ANALYZER PROVIDES THE ANSWERS TO YOUR MOST COMPLEX QUESTIONS.

Think about the last time you contemplated a new branch ... do you remember how you made the decision on where to put it? Was it based on a “good deal” on the real estate? Was it based on instinct or intuition? However you made the decision, there’s a good chance it wasn’t driven by sound research into the demographic makeup of the area and a serious evaluation of the business potential there. That’s because there hasn’t been an all-inclusive, easy-to-use tool go get that kind of information at a price that is reasonable for smaller financial institutions. There hasn’t been – until now.

BTS *Market Analyzer* integrates mapping software with simple “point and click” query tools that require no training and no additional software beyond what is included within the product. Developed to let community financial institutions have access to the same kind of intelligence that is available to the largest of banks, *Market Analyzer* puts detailed information about the population makeup of areas you want to see on your PC.

With straightforward mouse-driven tools, *Market Analyzer* lets you examine the demographic characteristics of everything from wide geographic areas down to individual streets and purchase Prospect mailing lists right from the software on your desktop. For site selection or for Prospect list acquisition, *Market Analyzer* is the all-in-one solution.

Get More Insight

For branch site selection

Thinking about expanding your branch network over the coming year and confused about the differences that exist between the various sites you’re considering? With Market Analyzer you’ll be able to create multiple proposed branch market areas and examine the demographic differences that exist between them. Find the market areas that are most like the ones you want to be located in; do the research now – quickly, easily, affordably – so that you don’t make a costly mistake.

Easy-to-use tools

Every report window gives you both tables and bar charts so that you can easily understand and act upon the information. Household information with age, income, home ownership, lifestyle codes, and other attributes is embedded in the software and available for you to access with a few simple mouse clicks. From simple evaluation of marketplace composition to list acquisition, *Market Analyzer* makes it quick and easy.

Even information about competitor branches is there for you to explore and use in your decisions. Branch deposits, call report statistical information, actual branch locations displayed in the mapping tools. *BTS Market Analyzer* is the only tool you need to seriously evaluate where to go next and who to target in your new business initiatives.

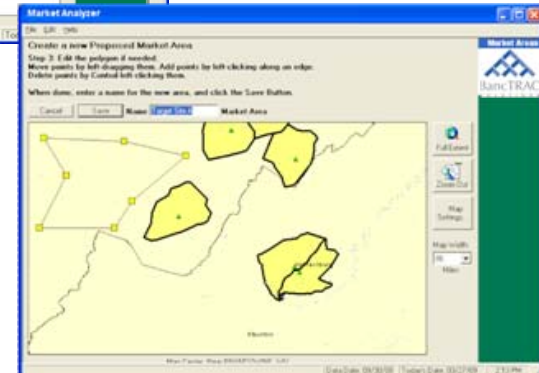
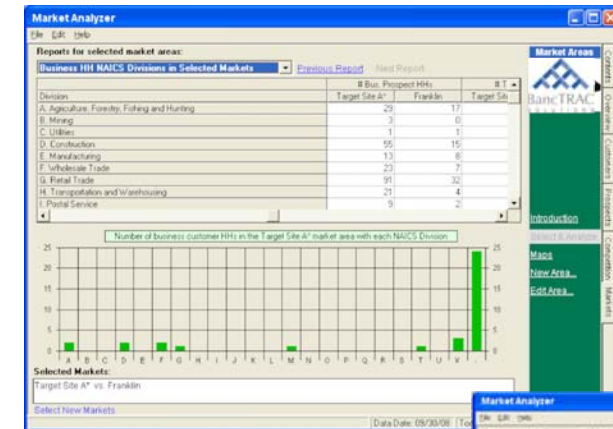
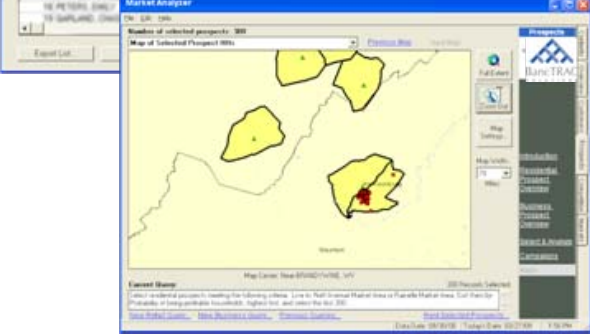
For new business campaigns

Considering a new product promotion that is designed for a certain type of prospect household? Stop buying zip code mailing lists and sending your message to people who aren’t good candidates for your product. Use *Market Analyzer* to target certain types of households in particular geographic areas to improve your odds of having a successful campaign. Lower your costs by mailing fewer pieces and experiencing better results when you use *Market Analyzer*. Have confidence that you are reaching the target audience most likely to buy your product.



List of Selected Prospects

ID	Name	Address	City	State	Zip
1	John Doe	123 Main St	Springfield	MA	01103
2	Jane Smith	456 Elm St	Springfield	MA	01103
3	Bob Johnson	789 Oak St	Springfield	MA	01103
4	Alice Brown	101 Pine St	Springfield	MA	01103
5	Charlie White	202 Birch St	Springfield	MA	01103
6	Diana Green	303 Cedar St	Springfield	MA	01103
7	Frank Black	404 Maple St	Springfield	MA	01103
8	Grace King	505 Walnut St	Springfield	MA	01103
9	Henry Lee	606 Cherry St	Springfield	MA	01103
10	Ivy Hill	707 Poplar St	Springfield	MA	01103



BancTRAC Solutions® - Strategic Marketing Intelligence

BancTrac Solutions delivers the easiest-to-use strategic marketing tools available to community financial institutions today.

All BancTrac Solutions products are created with non-technical users in mind – no special training, no additions to staff, just great information on your desktop PC.

Our objective is to help community financial institutions manage customer value more effectively and maximize marketing ROI through the use of advanced decision support tools and analytic frameworks.

With continuous expansion of the products offered and an ongoing commitment to providing the information bankers need to grow their business, BancTrac Solutions is the one-stop source of strategic marketing intelligence for community financial institutions.

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