



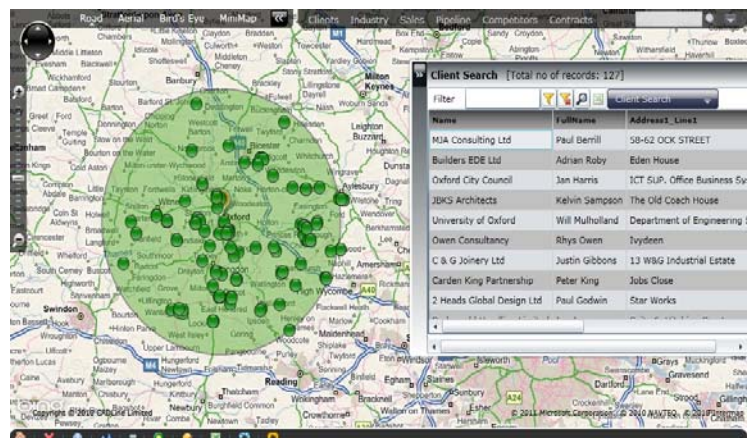
Create targeted campaigns based on real geographical knowledge

Marketing is a visual experience so why shouldn't the data search behind your next campaign be the same?

Creating targeted marketing campaigns and visualising results has never been easier. MapThat makes it easy to run queries on your data using a highly visual tool, make business and campaign decisions based on an increased level of customer geographical knowledge. Maximise the return on your customer campaigns and get more for your marketing budget with MapThat.

Just some examples of how our customers benefit:

- Creating fast and visual queries on customer data
- Plan campaigns and events based on in depth customer knowledge
- Target audience generation to events on distance, travel time and relevance
- Lead allocation based on real geographical knowledge
- Customer reference selling
- Visual references for call out activity and results
- Reviewing customer penetration by county or postcode
- Fast data searches and segmentation across multiple data bases
- Easily visualise Prospects and Customers to help with targeted activity



VISUALISE YOUR BUSINESS DATA

Easy and Affordable Options

Option 1 – Use the License – Pay Up Front

This option suits organisations that like to pay software costs up front and renew licences annually.

Option 2 – Use the License – 0% Finance

Our 0% finance scheme allows you to reduce the upfront costs and spread your payments over 12 months in manageable and interest free monthly payment.

To keep using the service after 12 months, simply renew the low cost annual maintenance that includes all your updates and technical support.

Option 3 – Software as a Service (SaaS)

Becoming widely known as the SaaS model, Software as a Service allows you to minimise your upfront costs and make monthly payments to continue to use the software. Based on a minimum 12 month contract, the SaaS option gives you the flexibility to base your costs on the number of users and to change the functionality of MapThat as you need it. This means that you only pay for what you need or use and often can be recognised as an operational cost rather than a having to generate any capital budget for a one off purchase.

To keep using the service after 12 months, simply maintain the monthly payments. All upgrades and new features are automatically made available to you at no extra cost and the service is hosted on the web so you don't even need to worry about your own storage space for the service.



Call one of our MapThat Licensing specialists today on 01784 419922 to discuss the options in more detail to find out which one will best suit you.

VISUALISE YOUR BUSINESS DATA 

T: 01784 419922
E: sales@mapthat.co.uk
W: www.mapthat.co.uk



Microsoft®
Silverlight®



Windows Azure®

bing®

Ordnance Survey®