

Business tools

BUSINESS
DECISION

Make your library the number one resource for local business



What can a business do with BusinessDecision?

- Identify household buying patterns
- Create and analyze trade areas
- Analyze competitors
- Evaluate market penetration
- Identify new store locations
- Target messaging, media buys, and direct mail campaigns
- Find new customers and reach them more effectively
- Reveal untapped markets
- Select the right merchandise mix
- Expand into appropriate new markets

What is BusinessDecision?

Public libraries can now offer their business patrons the same resources used by the nation's top companies. BusinessDecision is a database and mapping service that enables local businesses to better penetrate their consumer marketplace.

With the click of a mouse, business owners access accurate and reliable consumer, demographic, and other information through the library's web page. They can immediately create a range of reports and maps that are emailed directly to them. The powerful mapping capability will reveal trends, patterns, and opportunities which are often hidden in tabular data.

BusinessDecision is an affordable business tool that will make the library the number one resource for local business.

Features

- Starts fast in four easy steps
- Two versions to fit your budget and patron needs
- High quality data from industry leading sources
- Includes Community™ Tapestry™ market segmentation system
- Accessible from your library's website
- Fully supported
- Annual subscription
- Price based upon the library's population

CIVICTechnologies, Inc.

The leader in geographic information systems for public libraries.

www.civicttechnologies.com

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