POWERED BY

Lightstone
EXPLORE

Kaleidoscope

Kaleidoscope, a tool to enable you to profile your customers and find more potential customers

A **geodemographic segmentation tool**

Understand the **type of people** living in the vicinity of your outlets or a **specific** place

Identify where people of your **target markets** live, in order to **focus** your marketing efforts

Insight

Kaleidoscope gives you a deeper insight into the **"Type of people"** through the following:

- Income class and total household income
- How many adults and kids per household *(age and education level)*
- Race
- Language
- Our segmentation categories
- How many cars per household
- Property type *(Sectional Scheme, Free Hold or Estate)*
- Property age
- Property value
- Businesses in the area
- Retail centres
    and several more...

Benefits

- **Greater Granularity**
  available down to an Enumerator Area level
- **Different Datasets**
  gives more insight into market segments
- **Can be hosted on our geospatial platform, with a query builder**
  correctly identify areas with characteristics that are specifically relevant
- **Can be combined with other spatial datasets...**
  of other types, e.g. your own customer or outlet locations, to broaden the information derived
- **Easy and creative differentiation of market segments**
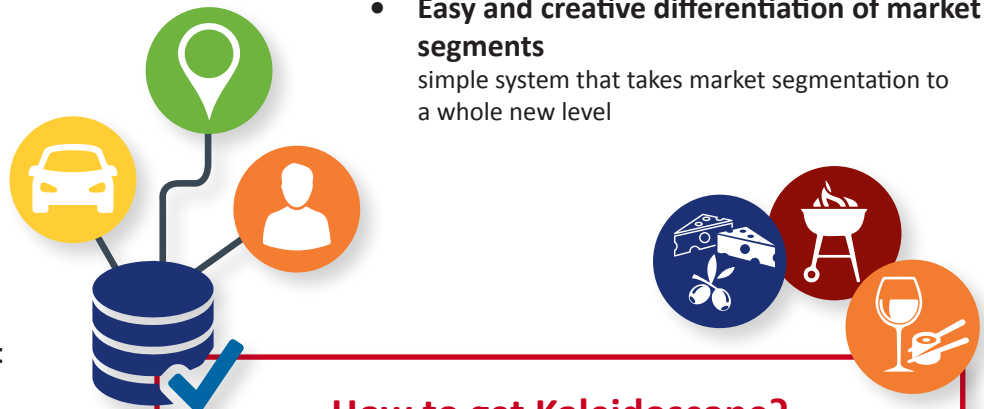 simple system that takes market segmentation to a whole new level

Pricing

Tailored to suit your businesses needs:

- Which delivery format you prefer
- Size of your company
- Number of users
- Whether you wish to have other layers activated in addition

How to get Kaleidoscope?

Email **info@lightstoneexplore.co.za** and we will be in contact with you.

lightstone.sa

@lightstonetweet

lightstone_pty_ltd