

News

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Market visualisation – maximise advertising impact: mafis[®] with EasyMap Geo-Marketing Software

The mafis[®] guest management system in conjunction with the new Geomarketing Software makes it easy for leisure facility operators accurately to identify the market segments of their catchment area, where their key customers are located, and to work out the associated sales potential.

Customer data can be manipulated for display and analysed in mafis[®] at the click of a mouse. At the push of a button, data captured by postal code in mafis[®] can be converted into rich and meaningful thematic maps. Guest data can be displayed in conjunction with current purchasing power data. This means that at last marketing managers can easily decide where advertising will be, or has been, worthwhile. Using drag and drop, multiple thematic maps can be combined into presentations. For informative benchmarking, the status of competitors can be equally easily analysed, enriching the information gathered.

The EasyMap user interface is 100% Windows compliant. This ensures that becoming familiar with it is easy. We are also offering additional workshops where professional tips are available as required.