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For Immediate Release

### **Retailers embrace the “power of the postcode”.**

More and more retailers are asking for your postcode when you pay at the cash register. Retailers want to know this information so they can plan more effective advertising and marketing strategies. They can then measure the results of these activities and analyse any trends.

MapData Sciences has seen a noticeable increase in requests for consulting services and subscriptions for their Tactician Online service based on businesses capturing and applying customer-based postcode information.

Combining location intelligence, Census information, household expenditure and other information, provides retailers with a powerful decision making tool. This helps drive down costs and improve service to the customer as well as providing the means to make good decisions about where that next store should be or what the area and shape of the franchise territory should be.

The old adage rings true. “A picture says a thousand words” but the reality is that “a map tells you the whole story”.

*MapData Sciences has been developing and hosting online digital mapping applications for over 10 years as well as supplying mapping data to other online mapping providers and for in-house GIS development projects.*

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