Banking on Geography

Improved branch selection & target marketing

Bank executives and marketers faced with ongoing challenges can make better business decisions with the help of analytic services, software, and data from Mapping Analytics:

- What locations should I choose to expand our branch network?

- Is our network of branches optimized for maximum performance?

- Who are my best customers and how can I keep them?

- What markets offer the greatest potential for finding new customers?

The answer to each of these questions depends in large part on geography and location. That means working with Mapping Analytics — experts in mapping and analysis since 1989 — makes sense. Many banks, both large and small, use our services to improve marketing and branch network decisions.

Branch network optimization and new branch evaluation

Based on results of branch trade area and branch performance analysis, Mapping Analytics will develop a model you can use to evaluate any existing or potential branch location — or your entire network of branches.

An analysis of your branch network also includes your candidate sites and competitor sites. It will help you determine which locations generate the greatest positive impact on your overall network. A branch network analysis will help you answer the following questions:

- Which areas within or bordering the current network offer the most potential for opening new branches?

- How many branches could/should be added to the current network?

- Which branches should be closed?

And, when opportunity arises for opening a new branch, you will be able to quickly determine how a potential site compares with existing sites and the impact on your overall branch network.

Bank customer segmentation analysis

Gain a clear understanding of your customers. Mapping Analytics combines data from your customer information file (CIF) with demographic and lifestyle data that describes and predicts consumer behavior and buying patterns. For banks with commercial customers, we segment by SIC codes and business demographics, called firmographics.

By segmenting your customers into groups based on their type and behavior, you will have a foundation for successful marketing, including targeted promotions, market expansion and branch network optimization.

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Project Management & Consulting

- Customer Profiling
- Market Potential Analysis
- Trade Area Development
- Site Selection
- Sales Territory Design
- Demographic Analysis

Geographic & Production Services

- Geocoding
- Map Production
- Database Development
- Database Acquisition
- Large-size Map Printing

Software & Data

- Mapping Software
- Custom Applications
- Demographics & Analytical Data
- Street and Boundary Data

Customer Quote

"The people at Mapping Analytics are an extension of us, and I feel they always have HSBC's best interests in mind. Their unique value is they understand what I need and provide it cost effectively."

Robert Willer
VP of Branch Network Strategy
HSBC Bank USA, NA

Branch Trade Area and Performance Analysis

Using customer, product mix and transaction data, Mapping Analytics can help you construct accurate trade areas for existing branches and estimate trade areas when evaluating new branches.

Accurate trade areas based on actual customer behavior, rather than approximations based on mile rings or drive times, are essential to understanding bank branch performance.

Mapping Analytics determines branch performance by comparing your bank's product mix within its trade area to market penetration and "share of wallet." We use commercially available market data in our analysis to score penetration, potential and share of wallet. You will be able to see the level of demand for your products and services in any area.

Analyzing branches according to their performance helps you make better decisions regarding product offerings and marketing campaigns. This analysis also serves as the foundation for optimizing your branch network and evaluating potential new branch locations.

Data used in analysis

A sampling of the databases Mapping Analytics offers to customers and uses as part of our analytic services:

Empirics™ — A predictive segmentation system that rates block groups by their households' likelihood of buying specific financial products. Used to dramatically improve customer acquisition and loyalty marketing campaigns.

MarketBank — estimates of financial services usage by product for every U.S. block group offering the finest granularity without invading customer privacy. Used for location planning and marketing.

BranchInfo — a comprehensive database updated annually that provides information about every bank location in the U.S. Use for location planning, mergers & acquisitions and competitive analysis.

How we achieve results

- We have a team of top-notch analysts with uncommon expertise at getting to the heart of sales productivity challenges — and solving them.

- We use some of the best tools available in the industry to perform our work.

- We transfer findings and knowledge to our clients in the form of fact-based, actionable plans that produce measurable results.

Free Banking White Papers

Call Mapping Analytics today for:

"Evaluating Branch Locations: A Network Optimization Approach"

"Insights into Bank Customer Acquisition and Loyalty Marketing"

(877) 893-6490