

"How Zip Code Cluster Marketing Works"
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- Demographers have identified & “clustered” by zip codes, 60-70 types of US consumers. Data includes brands/products, media habits & website preferences.
- Overall, clusters differ by Lifestyles and Social Values but within the clusters, they are relatively the same.
- With a sample of 600-1000 from each cluster, we can locate similar minded consumers close to any retailer , which, given the consumers social profile, they are likely to shop. We can even, by drilling down, identify the block (zip + 4) on which they live! WOW!
- By “clustering” these zip codes, we get a count of the potential customers . We also generate a critical mass of scalable, focused data for cost effective marketing.
- This is based on a simple idea; “Birds (consumers) of a feather flock (tend to live) together.” For example: People in White Plains, NY all have very similar social values and have profiles much like those say, living in Arlington Heights, Ill or Beverly Hills, CA.
- From here, we can create a communication and/or distribution strategy including websites shopped, customized for maximum consumer relevancy.