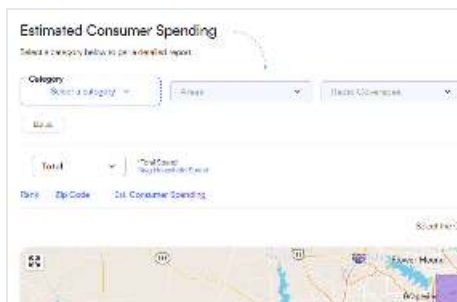


Know where to sell before you dial.

ZIP-level demographic and spending intelligence from Census + BLS across 100+ categories
— so sellers focus where money is moving and spot underserved gaps.

HOW A REP USES IT



01 Choose the category

Pick one of 100+ spending categories, then narrow to a market, a set of areas, or your own radio coverage.



02 Rank every ZIP

Every ZIP comes back ranked by estimated annual spend, with the per-household average beside it.



03 Read it on the map

The same numbers shaded across the map, so the shape of demand is obvious before the week gets planned.

THE DEMOGRAPHICS BEHIND THE FOOTPRINT



Population, income and composition for the same footprint — with age bands, gender, ethnicity and household income brackets available as overlays, and the whole report exportable to Excel.

Product screens shown with sample data. Data powered by the U.S. Census Bureau and the BLS Consumer Expenditure Survey.

WHERE IT FITS — FIND, CALL, PITCH, PROPOSE, PROVE



**FILTERED TO
YOUR COVERAGE**

Insights narrows to a market, a set of areas, or your own radio coverage — so the ranking a rep works from is the territory the station can actually sell.

See Connect in action.

Walk through the platform your sellers — or ours — run on every day.

[Request a Demo](#)

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