



Do you know who your customers are?

In today's retail and restaurant environment, you need every edge you can get. Buxton gives companies a decisive advantage by providing the clearest picture yet of your customers – who your customers are, where more customers are found, and the potential value that each one can bring to your bottom line.

Buxton is a customer analytics company that uses data on household buying habits to help businesses better understand who their customers are and how to market their business more efficiently and effectively to their customers. Buxton's ground breaking household-level analytics are the foundation for growth of organizations across a spectrum of industries. They help retail and restaurant businesses craft growth strategies and optimize sales and marketing with predictive modeling. With powerful digital tools and technologies that go far beyond demographics, Buxton can provide companies with customer profiles including more than 75,000 customer insights, including brand loyalties, lifestyle choices, hobbies, purchasing behavior and media preferences.

Buxton provides answers to questions like:

- *What are our retail opportunities?*
- *How many dollars are leaving the community?*
- *Who are our customers?*
- *What brands dominate their sector in our community?*

The City of Porterville has been working with Buxton since 2008 and has had many successes with utilizing the data in the recruitment of retailers to our community including bringing Kohl's to Porterville years earlier than originally planned. The City is able to run and make the following reports available to the business community of Porterville.

Reports Available:

- *Leakage/Surplus Analysis*
- *Demographic data*
- *Consumer Propensity Report*
- *Consumer Demand Analysis*

Buxton[®]
Identifying Customers

Click on the "submit" link below to receive your personalized copy of the Buxton reports.

Please e-mail Jason Ridenour at jridenour@ci.porterville.ca.us or call 559-782-7460 if you have any questions.

First Name:

Last Name:

Business Name:

E-mail Address:

Phone Number:

Industry:

Business Address:

Number of Employees:

Reports Requested:

Comment:

