

SUCCESS STORY

▶▶▶ USING WMS TO PROVIDE CONSUMER INFORMATION & MARKETING LISTS

PROBLEM

infoUSA is a provider of both business and consumer information and marketing lists. As with most modern companies, they have transitioned to selling their data products via custom internet commerce sites. Their principal product is called the Sales Lead, a potential client contact defined by industry, demographic and consumer expenditure indicators, among other characteristics. In addition to these defining properties, Sales Lead lists are also scoped by geography to narrow down and focus the purchase. Geographies such as state and county boundaries, Metropolitan Statistical Areas, and postal ZIP Codes and Carrier Routes can be applied to select Leads. **infoUSA** found, however, that the methods implemented on their web commerce site for geography selection were inefficient and very inflexible. Selection was list-based and non-graphical, requiring the user to know which geography they wanted, and was limited to a single geography selection type at a time.

SOLUTION

A team comprised of **infoUSA** developers and ADC software engineers designed and implemented a map-based web component that provided graphical, robust methods for searching and selecting Sales Leads to purchase. The component integrates into **infoUSA's** existing commerce site and is comprised of both ADC-hosted and **infoUSA**-based elements that work in conjunction during execution.

The selection mapping interface allows users to navigate nationwide and drill down as far as street level. Once at the desired scale, predefined geographies, such as Area Codes, ZIP Codes and counties, can be chosen and used to select any Leads located within them. And, most importantly, the user can define custom-drawn geographic features, which are then likewise used to select underlying Leads.

The web map component is implemented using the open source geospatial tools GeoServer and OpenLayers, in addition to the GoogleMaps API. Beyond the custom selection tools, it offers advanced, dynamic thematic and point density mapping, and is load-tested to accommodate approximately 4 million page hit per year.

RESULTS

With an easy to use, visual and flexible method for data selection, **infoUSA** gained a competitive edge over rivals and enhanced their effort to increase share of the data list market. Further, through ADC's implementation of open source technologies, **infoUSA** realized critical savings on software purchase and yearly licensing fees.

*“ADC possesses a team of talented, knowledgeable and business focused professionals who have worked with **infoUSA** group very closely in devising some of our successful online mapping products. It has been a pleasure working with this team and I wish ADC all the success going forward.”*

Saby Panda
former VP, Product Integration & Services
infoUSA

