

Marketing Firm Increases Business Helping Retailers Reach Their Target Market with “Proximity Knowledge”



On-Demand Marketing Tool Supports Targeted Local Marketing Campaigns To Reach Thousands of Emerging Consumers.

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Client: Huddle Inc., an Atlanta, Georgia based marketing company who specializes in helping national brands connect in a local meaningful way. Through its High School Ticket Program™, Huddle successfully taps into the expansive high-school marketplace, a market which has previously been difficult to reach. The High School Ticket Program™ relieves a financial burden from the schools (tickets are printed at no cost to the schools), while opening a relationship with schools that drives an untapped targeted market to retailers. In addition to reaching the teen market, the ticket program reaches student parents, other relatives, and the community which supports local high-school events

Challenge: Huddle needed an effective marketing tool to analyze local high school locations relative to their corporate clients’ local retail locations. They needed to show their large corporate clients, like Wendy’s, Dicks Sporting Goods, Circle K and NAPA Auto Parts a great way to connect with schools at the local level

Solution: Huddle used InfoGrow’s online “Proximity Report-Plus” tool to analyze local high schools relative to local retailers. Huddle showed NAPA Auto Parts, for example, the market for high-school students close to various locations of the chain. Huddle then approached the high schools, offering to print school-event tickets, at no cost to the schools. And on the tickets, a NAPA Auto Parts coupon.

By utilizing InfoGrow's Proximity Reports – Plus, Huddle is able to localize the match of retailers to specific schools. “We just upload a file and within minutes receive back the appended school names and their distance from the retailer,” says Mark Condit, Fulfillment Associate. “The tool saves us time, costs and the learning curve associated with in-house mapping software.”

Your Prospects/Customers Data					Appended Locations Data					
Name	Address	City	State	Zip	Distance	Site Name	Address	City	State	Zip
1	8694 Jenna Drive	Broadview	OH	44147	16.64	BUCKEYE	3084 Columbia Rd	Medina	OH	44256
2	890 Sussex Road	Hudson	OH	44236	12.49	BUCHTEL	1040 Copley Rd	Akron	OH	44320
3	1358 Buckingham Blvd	Stow	OH	44221	4.59	DUKE	124 Holy Cross	Akron	OH	44306
4	1884 9th Street	Stow	OH	44222	4.77	MITCHELL	1040 Copley Rd	Akron	OH	44320
5	4064 Arlington Street	Uniontown	OH	44685	7.14	CAROL	111 Jean Ave	Akron	OH	44306
6	6065 Copley Drive	Hudson	OH	44245	12.01	DUKE	124 Holy Cross	Akron	OH	44306
7	5041 Dierker Road	Columbus	OH	43211	63.36	BUCKEYE	308 S Kilmer St	Akron	OH	44320
8	2140 Front Street	Akron	OH	44308	5.15	DUKE	124 Holy Cross	Akron	OH	44320

Proximity Report-Plus Sample

Benefits: Here’s what NAPA AUTO PARTS says: “The relationship NAPA AUTO PARTS has with Huddle, Inc., has allowed NAPA to advertise in a way that really makes sense for our stores. With the majority of NAPA AUTO PARTS stores being locally owned and operated, we feel advertising at our local high schools is perfect for our business. Huddle, Inc., has made it very easy for NAPA to select high schools in our local areas by giving us one point person/company to handle this campaign for hundreds of schools in three different markets. NAPA sends Huddle, Inc., a list of our store addresses and in return we get back a complete list of all available high schools surrounding each location. This makes it very easy for our store owners to select the high schools they would like to sponsor. The success rate of our ticket back campaigns with Huddle, Inc., is at a grade “A” level. This is a partnership NAPA AUTO PARTS hopes to keep for years to come.”

About InfoGrow Corporation

InfoGrow has a proven track record in helping companies accelerate their sales and marketing effectiveness through market analytics, process, and technology. Experts in location intelligence, mapping and CRM, InfoGrow helps clients identify their best prospects, discover missed opportunities, focus reps on the most profitable accounts, reduce marketing waste and optimize sales productivity. Twenty years of experience has taught us that technology without process is a wasted investment. InfoGrow is a Microsoft Gold Partner, focused on Dynamics CRM and Virtual Earth application development. We provide hosting services for our sales & marketing solutions. Learn more about InfoGrow at www.InfoGrowCorp.com or call 800-897-9807.

About Huddle Inc.

Huddle Inc., based in Atlanta, GA, is a Facilitation Marketing™ company that specializes in helping brands connect in a local, meaningful way. Through its signature platform, The Huddle High School Ticket Program™, Huddle provides a customized program for selected high schools, while delivering a powerful, personalized marketing / couponing opportunity to each corporate partner involved. With more than 4,700 participating schools in 97 markets, Huddle Inc. prints more than 100 million FREE tickets for schools annually. Huddle also manages national and regional marketing platforms that reach the youth sports, outdoors, vocational tech schools and petcare communities. To find out more about Huddle programs, go to their web site at <http://www.huddleinc.com> or call 678-397-1529.

About NAPA

More than 80 years ago, the National Automotive Parts Association was founded to meet America's growing need for an effective auto parts distribution system. NAPA has been the industry leader ever since and an invaluable partner in the flow of parts from manufacturers to NAPA AUTO PARTS Stores. Today, NAPA AUTO PARTS is an automotive aftermarket supplier with unrivaled strengths. In fact, more wholesale customers use NAPA parts than any other auto parts supplier- and 94% of do-it-yourself customers recognize the NAPA brand name.

NAPA is known for:

- Over 6,000 NAPA AUTO PARTS Stores nationwide
- 69 strategically located distribution centers serving all 50 states
- Over 375,000 quality parts and accessories for automotive and industrial applications-the most extensive inventory in the industry
- NAPA AUTO PARTS Classification-a unique computerized inventory control system to help you find the exact part that you need

Visit <http://www.napaonline.com> to learn more.