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Datamap Snapshot Gives Away Insider Information to Clients

Data mapping genius Datamap Intelligence revolutionizes demographic data.

Lakewood, NJ (PRWEB) July 30, 2008 -- A unique online application, released by Datamap Intelligence, is transforming the way companies use demographics for marketing. Due to the explosion of new home construction in the United States, the best market predictor of demographic trends is represented by the number and type of future homes in an area. While most companies buy data from an unreliable third party resource, the DATAMAPi online application provides clean demographics data collected directly from the original source to give clients exclusive, fresh data unavailable to competitors.

By measuring the pulse of the new housing markets, small companies determine expansion goals and large companies, such as Wal-Mart and Target, thrive on "in the know" data to promote retail site selection at future growth spots. The DATAMAPi online application, integrated with Microsoft Virtual Earth, allows clients to set any number of marketing filters to pinpoint a precise picture of the future demographics of an area according to a robust data mapping of new home locations. "When companies can predict future demographics by gauging the growth of an area according to new home construction, then they can make informed decisions with projection reports including product marketability, size of employee pool, and retail site selection," notes Sarah Thau VP of marketing and sales at DATAMAPi.

Using a dataset to follow the thousands of houses built each year from the top 200 builders in the United States, the innovative DATAMAPi online application provides more than just a map of new homes. The online application, with the best features of Microsoft Virtual Earth, empowers companies to overlay data mapping results onto an interactive map to chart patterns, follow up on the progress of an area, and track initiatives for the next growth spot according to performance. "In reality, the DATAMAPi online application is the difference between hind sight and vision," states Ms. Thau "While hind sight might be 20/20, you do not get to adjust your course until after a mistake."

By showing companies where builders are constructing new home locations, the DATAMAPi application essentially creates a "future demographic" layout of any given area. "The datamapi.com tool proved invaluable when attempting to grow to new unknown markets," stated Jennifer Michaels VP of business development at Land Barron, LLC. "We were able to get a good idea of where to look for properties before leaving the office." Modernizing the face of marketing demographics, the dynamic DATAMAPi online application offers clients real time data mapping of new home construction to forecast timely, efficient market projection reports by establishing demographic trends for new home locations.

About Datamap Intelligence:

Datamap Intelligence, LLC tracks the exact location and new street layout of every new residential development across the United States. DATAMAPi is a unique online application that creates customized comprehensive snapshots of the new housing market across the United States. Detailed search options place the interactive map of choice at your fingertips. Cutting-edge features provide powerful visual analysis benefits. Expand your business to uncharted sites by using Datamap Intelligence to inform you about prime developing areas pertaining to your line of business.

To view the online application and get more information, please visit our website at www.datamapi.com or [Click here to view our product tour](#) .

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