



Micromarketer Xpress 1.2 – New Features

Quickly navigate to where you need to be

- The new Find Location feature allows you to instantly jump to a location on the map by postcode or by place name
- Find Location is available to all users – including read-only Viewer licensees
- Perfect for when you're supplied with an unfamiliar postcode to look into

Gain more detailed insights into your data

- Use the spatial selections features to instantly select the areas closest to you
- Target prospects only in the right areas and avoid wastage in low potential areas
- Aggregate your data around your locations to understand the demand for your product or service in each area
- Define distance rings on the map and use demographic data layers to get a clearer picture view of the total population, or number of households within easy reach of your product or service

Work smarter and faster using new data manipulation functionality

- Merge data together from different layers using the copy data feature
- Copy data to new layers or add it to other existing layers – allowing you to take a more iterative approach to your insight
- Append area data to point data based on location (e.g. quickly assign all your customers to their relevant sales/operating territory)

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Save time with powerful new layer styling functionality

- Templates – document templates for consistent presentation and re-use with regular data update scenarios
- Import into an existing layer feature to import more data to an existing layer

Visualise any of your data your data in minutes

- Improved import wizard with clearer steps to help you through the import process – no matter what data you want to explore

Improved management of data in Data grid

- Sorting enabled in the data grid – making it easier to find the record you want
- Quick zoom tool added so you can zoom directly to any item on the map – straight from the data tab

Greater control over the display of your data

- Make the key facts stand out in full colour, by switching the background map to black and white or semi transparent
- Drag and drop layers to display the most important data on top
- Edit the appearance of many points in one go – change them all to be squares or make them

- bigger
- Improved fill and opacity settings

Don't miss out on great features

- A full suite of Help content for Micromarketer Xpress is now available as part of this upgrade
- Simply hit F1 or click the Help button on the Home tab
- Look up any topic, learn how to get the most from the product and make sure you don't miss out on great features
- Or sit back and watch one of the quick start videos to see the product in action